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FRUIT Situation

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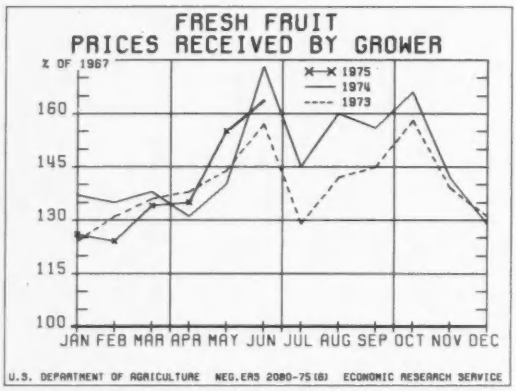
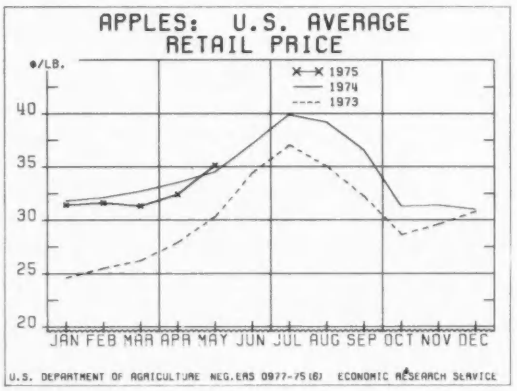
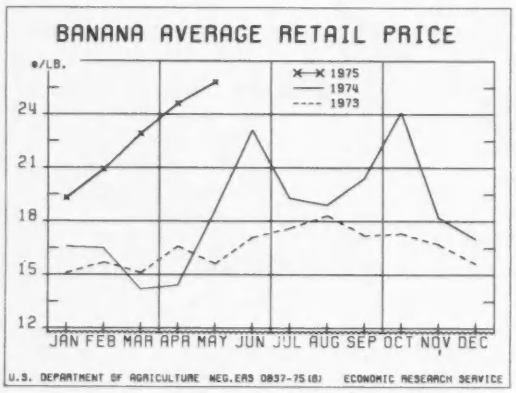
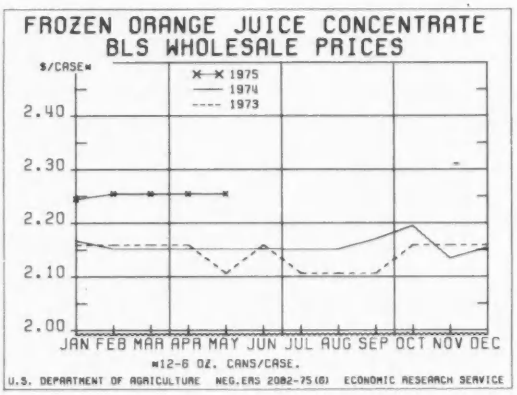

FRESH FRUIT
PRICES RECEIVED BY GROWER
% OF 1967
1975
1974
1973
160
145
130
115
100
JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC
U.S. DEPARTMENT OF AGRICULTURE NEG.ERS 2080-75(8) ECONOMIC RESEARCH SERVICE


APPLES: U.S. AVERAGE
RETAIL PRICE
¢/LB.
1975
1974
1973
40
35
30
25
20
JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC
U.S. DEPARTMENT OF AGRICULTURE NEG.ERS 0977-75(8) ECONOMIC RESEARCH SERVICE


BANANA AVERAGE RETAIL PRICE
¢/LB.
1975
1974
1973
24
21
18
15
12
JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC
U.S. DEPARTMENT OF AGRICULTURE NEG.ERS 0837-75(8) ECONOMIC RESEARCH SERVICE


FROZEN ORANGE JUICE CONCENTRATE
BLS WHOLESALE PRICES
$/CASE*
1975
1974
1973
2.40
2.30
2.20
2.10
2.00
JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC
*12-6 OZ. CANS/CASE.
U.S. DEPARTMENT OF AGRICULTURE NEG.ERS 2082-75(8) ECONOMIC RESEARCH SERVICE

THE FRUIT SITUATION

CONTENTS

	Page
Summary	3
Fresh Noncitrus	5
Peaches	5
Cherries	6
Pears	7
Strawberries	7
Plums and Nectarines	7
Apricots	8
Grapes	8
Bananas	9
Processed Noncitrus	9
Canned	9
Frozen	11
Dried	11
Fresh Citrus	12
Oranges	12
Grapefruit	13
Lemons	14
Processed Citrus	15
Frozen Concentrates	15
Chilled Products	16
Canned Products	16
Tree Nuts	17
Per Capita Fruit Consumption	17
Special Article	
Prices, Costs and Margins of Florida Grapefruit—Fresh and Processed by A. J. Burns and J. Podany	19

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SUMMARY

Noncitrus

Due to a cool wet spring, marketing of early harvested fruit started about 2 weeks behind normal, especially in the major Western fruit producing areas. Fortunately, later weather was ideal for fruit set and development. If current indications are realized, this summer's production of early harvested deciduous fruit (excluding dried prunes) will be 5 percent above last season's utilized levels and 13 percent higher than in the summer of 1973.

Supplies of freestone peaches will be moderately to substantially larger in most producing areas with the notable exception of California, which expects a 12 percent smaller crop. Larger crops are also indicated for West Coast Bartlett pears, apricots, strawberries, and cherries. Moderately smaller supplies are indicated for California clingstone peaches and nectarines, while California plums are substantially lower than last year's record large crop.

Early shipping point f.o.b. prices for fresh market fruit generally opened near to slightly higher than last season. Because of later marketing, f.o.b. prices have remained relatively firm through mid-June. As supplies of fresh fruit increase in the weeks ahead, prices are expected to decline seasonally and are likely to average near year-earlier levels.

With the exception of canned pineapple and apricots, substantially larger packer stocks of canned noncitrus fruit will be carried into the 1975 pack year. The larger inventories coupled with good pack prospects indicate the total supply for the coming marketing year will be ample. To avoid potentially burdensome stocks, packers and distributors will need to actively promote sales of their products during 1975/76.

Supplies of dried fruit also are likely to remain ample for the new season, with larger stocks and good packs in prospect.

Citrus Fruit

For the fourth consecutive month, prospects for this season's citrus crop have improved. The June 1 forecast of the citrus crop is a record 14.6 million tons, one-tenth above last season. The increase is attributed to record orange and lemon crops.

Supplies of oranges available for the fresh market this summer are substantially larger than a year earlier. There were 17.2 million boxes of oranges remaining for harvest in Florida as of June 14. However, most fresh orange supplies during the summer will come from California-Arizona where the supply of oranges remaining for harvest as of June 14 was 42 percent more than a year ago.

Despite larger supplies, U.S. on-tree returns to growers for all oranges (fresh and processed) have averaged slightly above year-earlier levels since April. This is probably a reflection of good demand for both fresh oranges and orange products. As supplies of fresh oranges decline seasonally, prices are expected to rise further during the remainder of the season and are likely to hold slightly to moderately above last summer's levels.

As of June 1, there were 5.6 million boxes of grapefruit remaining for harvest, compared with 6.1 million a year earlier. Most are from California- Arizona and they will furnish the bulk of summer fresh supplies. In response to a smaller crop, U.S. on-tree returns for all grapefruit (fresh and processed) have averaged substantially above last season. Fresh grapefruit prices will continue at levels above a year ago during the remainder of the season. In contrast, grower prices for all lemons have averaged substantially below last season as a result of record output. But f.o.b. prices for fresh lemons have advanced substantially in recent weeks to levels above a year ago and may continue climbing during the summer.

Utilization of the 1974/75 citrus crop for processing so far this season has been above last season, due mainly to the increases in processing of oranges and lemons. Grapefruit processing is expected to be below year-earlier levels, reflecting a smaller crop. So far this season, Florida's output of frozen and chilled juices has been larger than in 1973/74, while the pack of canned citrus products generally has lagged.

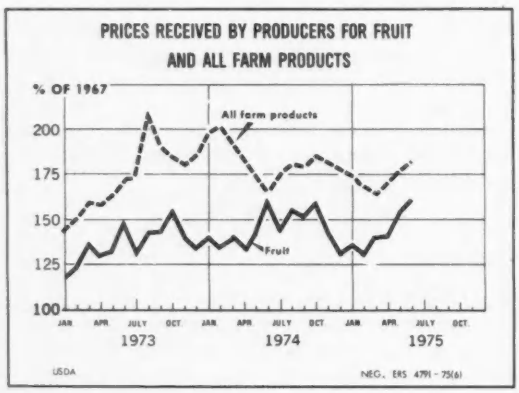
Although supplies of processed citrus products are ample, f.o.b. prices are generally above year-earlier levels. F.o.b. prices of frozen concentrated orange juice have been mostly steady at $2.10 per dozen 6-ounce cans (unadvertised brands) since late December 1974, compared with $1.88 a year ago. Movement of chilled and frozen citrus items is running ahead of last year's pace, but that of canned citrus products is lagging.

Fruit Consumption

Per capita consumption of all fruit rose in 1974 to 203.9 pounds, the highest level since 1948 and appears likely to rise again in 1975. Per capita use of processed items—especially frozen concentrated orange juice—is expected to increase this year. Consumption of fresh fruit is also expected to rise further from the moderate increase in 1974, and may reach the highest level in 5 years.

RECENT DEVELOPMENTS AND OUTLOOK

Since March the index of prices received by growers for fresh and processed fruit has advanced to levels above a year ago. The June 1975 index increased to 161 (1967=100) from 154 in May, up 4 percent from a year earlier. Higher prices during June were reported for apples, peaches, oranges, and strawberries, while prices were below year-earlier levels for grapefruit and lemons.



Retail fresh fruit prices have been above year-earlier levels every month this year. In May, the retail fresh fruit price index advanced to 169.1 (1967=100) from 162.7 in April and was 14 percent above May 1974. May retail prices were reported above year-earlier levels for all fresh fruits; however, sharply higher retail banana prices were chiefly responsible.

Despite larger supplies of processed noncitrus during the 1974/75 season, wholesale prices were generally above year-earlier levels for most processed items. The BLS wholesale price index for canned fruit was 171.0 (1967=100) in May 1975, almost one-fourth above a year ago. In recent months, wholesale prices of most canned fruit have remained relatively steady. Substantial advances were also recorded in wholesale prices of frozen fruit and juice between May 1974 and May 1975, while dried fruit prices have been below year-earlier levels. In response to generally higher wholesale prices, retail prices of processed fruits, particularly canned noncitrus fruit, have averaged considerably above year-earlier levels.

FRESH NONCITRUS

Larger supplies of summer fruit will be available to satisfy consumer demand. If present indications are realized, this summer's production of early harvested noncitrus fruit (excluding dried prunes) will be 5 percent above last season's utilized levels and 13 percent higher than in 1973. Although available supplies will be larger, consumers have had to wait a little longer since marketing of early harvest fruit started about 2 weeks behind normal due to a cool wet spring, especially in the major Western growing areas. Fortunately for fruit fanciers, later weather has been ideal for fruit set and developments.

U.S. fruit production for selected crops, 1973, 1974, and indicated 1975

Crop	1973[1]	1974[1]	1975
	1,000 tons	*1,000 tons*	*1,000 tons*
Apricots	158	94	158
Cherries, sweet	154	144	155
Cherries, tart	87	132	157
Nectarines	85	114	105
Peaches	1,302	1,441	1,483
Bartlett pears (West Coast)	514	494	531
California plums	97	142	115
Strawberries	239	267	271
Total	2,636	2,829	2,975
California prunes (dried basis)	205	142	145

[1] Utilized production.

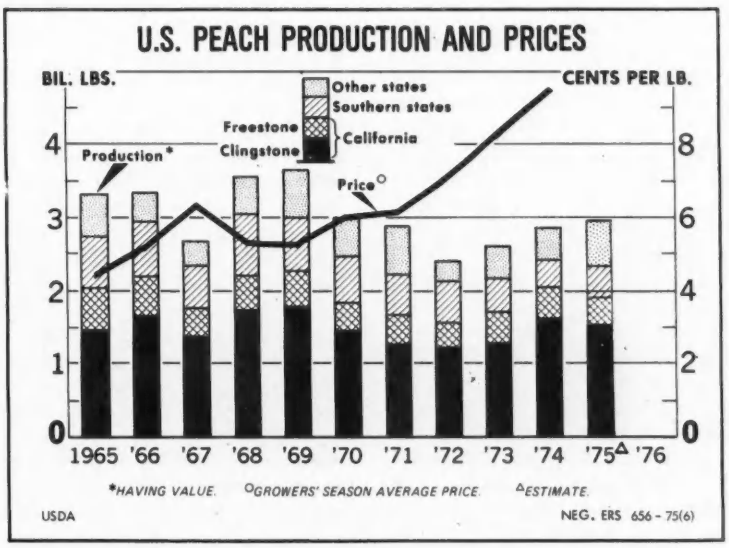
Peaches

More Fresh Peaches

Fresh peach supplies will be more ample this summer as many major producing areas indicate larger larger crops, except California. The total U.S. peach crop, excluding California clingstones which are mostly canned, is forecast at 723,000 tons, 13 percent more than utilized last season (table 1).

The marketing pattern for fresh peaches will be markedly different this season. Production of early peaches in nine Southern States is expected to be 22 percent larger than last year's utilized crop but 10 percent below 1973. Harvest of early varieties commenced in late May and reports from major shipping points indicate opening prices were near year-earlier levels for comparable varieties and packs, despite the larger crop. With the late California deal f.o.b. prices have remained relatively firm through mid-June.

California's fruit harvest is running a full 2 weeks later than normal, with 12 percent fewer freestone peaches expected. Harvest of yellow fleshed varieties got underway in late May, and although opening f.o.b. prices were below last year's levels, they remained firm through mid-June. Quality of packed fruit is good, but cullage is above normal because of misshapened fruit and some split pits. As California shipments increase to an expected peak in late July, f.o.b. prices will decline seasonally and will probably average slightly below last year as fresh peach supplies are larger in many other producing areas.



In the more northerly States, crop prospects are good. Winter damage was less severe than in recent years in Illinois, Indiana, and Ohio and crop prospects are near normal. Although trees suffered some winter bud damage in sections of Michigan, a larger crop is expected as a result of favorable spring weather. Ideal growing conditions since petal fall indicate a larger peach crop in New Jersey. Larger supplies will also be available from the Mid-Atlantic States.

With heavier supplies expected from some of the late States, f.o.b. prices during August and September are not likely to reach the high levels attained last Season.

California Clingstone Peach Crop Down Slightly

The current forecast for California's 1975 clingstone peach output is 760,000 tons, 5 percent below the 799,000 tons produced last year. While the production forecast includes some fruit to be used for pickles, fresh shipments and on farm use, most will be used for canning. Fruit set is adequate and sizes are expected to average slightly smaller than last year, but slightly above average.

Cherries

Sweet Cherry Production Up Moderately

U.S. sweet cherry production in 1975 is forecast at 155,250 tons, up 8 percent from last year's utilized crop and 1 percent above 1973 (table 2). Production in Western States is forecast at 119,100 tons, up from the 115,650 tons utilized in 1974 but down from 133,570 tons in 1973. Pacific Coast states account for nearly 92 percent of the Western crop this season. Larger crops in California and Oregon offset an expected 11 percent decline in Washington State.

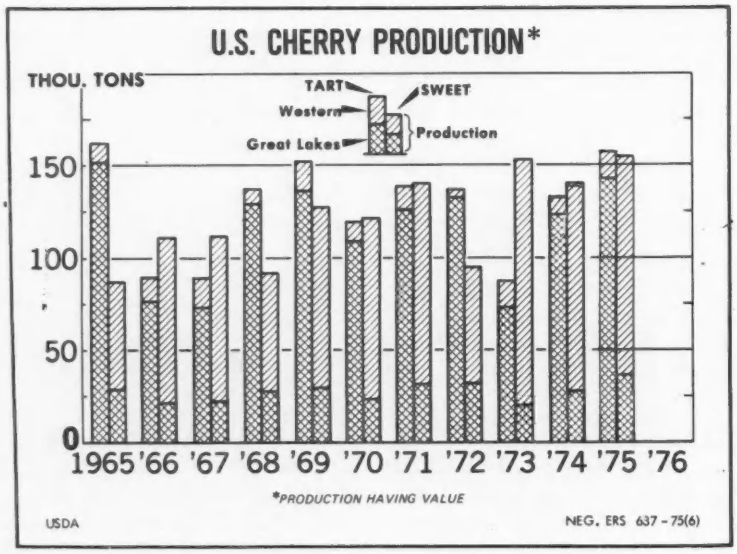
The first 1975 production forecast in the three Great Lake States (Michigan, New York, and Pennsylvania) is up 30 percent from last season to 36,150 tons. With excellent weather and no spring freezes, Michigan's crop is forecast at a record 30,000 tons, 18 percent above the 1974 utilized crop and exceeding the previous record crop of 28,000 tons utilized in 1972.

Shipments of fresh cherries from California through mid-June were considerably below a year earlier since the crop is later. The larger 1975 U.S. cherry crop points to increased total season shipments to fresh markets, and greater usage for canning and brining, as well as prices slightly below last season. Preliminary reports of grower prices for cherries for brining indicate that prices may average slightly below 1974. Mid-June prices for California Bings and Royal Anne varieties for brining were reported mostly at 16 cents per pound and 19 cents, respectively, about 2-3 cents lower than last season.

Utilization of the 1974 sweet cherry crop was as follows: fresh market, 45 percent; brined, 35 percent; canned, 13 percent; and frozen, 7 percent.

Sharply Larger Tart Cherry Production in Prospect

The 1975 U.S. tart cherry crop is expected to total 157,280 tons, an increase of 19 percent from 1974 and 81 percent above the short 1973 utilized production. Output in the Great Lake States (Michigan, New York, Wisconsin, Pennsylvania, and Ohio) is estimated at 144,780 tons, compared with 123,150 tons in 1974. 1974. Michigan's crop, representing 73 percent of the



U.S. total, is set at 115,000 tons, an increase of 12 percent over last year.

Production in the Western States of Utah, Oregon, and Colorado is forecast at 12,500 tons, 37 percent above 1974. Oregon accounts for most of the increase in this group.

Approximately 98 percent of the 1974 tart cherry crop was processed, a slightly larger proportion than 1973. Disposition of the 1974 tonnage sold was as follows: frozen, 61 percent; canned, 34 percent; juice, wine, and brined, 3 percent; and fresh, 2 percent.

Pears

Bartlett Pear Crop Moderately Larger

The West Coast Bartlett pear crop is forecast at 531,000 tons, up 7 percent from last year's production and 3 percent above utilized production in 1973. All three Pacific Coast States expect larger crops.

West Coast Bartlett pear production

State	1971[1]	1972[1]	1973[1]	1974[1]	Indicated 1975
	Tons	*Tons*	*Tons*	*Tons*	*Tons*
Washington ..	112,000	99,000	123,500	125,500	135,000
Oregon	83,000	51,000	73,000	72,000	81,000
California ...	301,000	286,000	317,000	297,000	315,000
Total	496,000	436,000	513,500	494,500	531,000

[1] Excludes unharvested production and excess cullage.

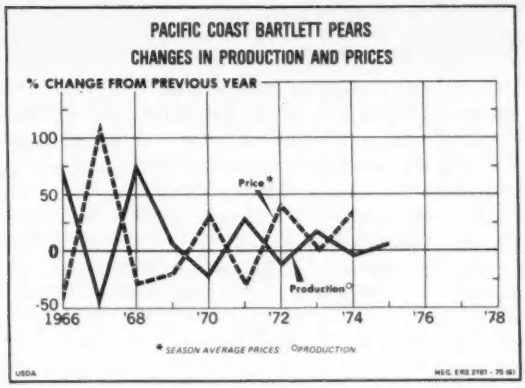
California's crop is forecast at 315,000 tons, 6 percent above last season's utilized crop. The crop is about 2 weeks behind normal, but fruit set is good and high quality is expected.

With very little winter damage and a generally heavy set in major production areas, Washington's expected 135,000 ton crop is 8 percent larger than last season. Oregon's crop is up 13 percent from 1974.

At present, there are no indications of the price growers will be asking for the 1975 harvest and prices prices will not be established until the crop moves closer to harvest. However, the forecast increases in supplies could result in moderately lower prices than last season. In addition, the relatively large stocks of canned pears will also have a dampening effect on pear prices, since canners absorb about three-quarters of the West Coast Bartlett pear crop. Fruit quality and the competition which develops from other fruits will also affect the pricing mechanism.

Strawberries

Spring strawberry production in the U.S. has been estimated at 523.3 million pounds, 1 percent larger than the 1974 crop. California, by far the largest producing State with nearly 75 percent of the spring crop, expects a slightly larger crop this season. While California's yields are expected to be lower, a larger acreage for harvest is offsetting.



This season's winter strawberry crop from Florida was slightly larger at 18.2 million pounds. However, grower prices for fresh strawberries during February and March averaged above 1974 levels because of sharply reduced supplies from Mexico. Imports from Mexico during January through April totaled 25.4 million pounds, down 10 million pounds from the same period last year. Seasonal price declines have been smaller than a year ago with the grower price in June averaging 35.6 cents per pound, 7 percent above a year earlier.

Plums and Nectarines

Fewer California Plums and Nectarines

As with most California fruit, the harvest is running about 2 weeks behind the 1974 rate for both plums and nectarines. Production of plums has been forecast at 115,000 tons, down 20 percent from last year but 19 percent above the 1973 crop. The season average grower return for California plums for fresh use was $279 per ton in 1974, with the total crop value at a record $39 million. Larger supplies of competing fresh summer fruit could dampen any sharp price increase to growers.

The California nectarine crop at 105,000 tons is 8 percent below the 1974 record large crop, but nearly 23 percent above 1973. Nearly all nectarines are used fresh and shipments normally start in late May and end in September. Only very light shipments of the 1975 crop to fresh markets had been made to mid-June. Harvest of early varieties started with some problems because of split pits, misshapen fruit, and smaller sizes. However, recent warm weather has improved the outlook for better quality in the later varieties. The 1974 season average price received by growers for fresh nectarines was $229 per ton, down from $257 in 1973. Prices in 1975 are likely to average slightly higher than in 1974.

Apricots

Sharply Larger Production

If current prospects are realized, the 1975 U.S. apricot crop will total 157,900 tons, 69 percent larger than last year's utilized production and slightly above 1973. In California, the forecast is 155,000 tons, 70 percent above last year's level.

Most of this year's crop, as usual, will be processed. About two-thirds of the apricot crop was canned last vear and 18 percent dried. Fresh sales accounted for 9 percent while the remainder was frozen.

Grapes

Official estimates of grape production in California will be available July 10, with data on the total U.S. grape crop released August 11. However, 1975 grape production prospects in California are good, particularly for wine varieties, in view of both increased bearing acreage and no severe frost damage.

Larger Bearing Acreage in California

The estimated bearing acreage for all grapes in California during 1975 is 541,400 acres, up from 489,566 in 1974. Virtually all of the increase is accounted for by wine variety grapes, with bearing acreage up from 181,840 acres in 1974 to 234,070 this season. Raisin varieties at 239,550 acres are slightly lower than in 1974, while table grapes are up slightly to 67,780 acres.

The heavy crush of California grapes for wine in recent years continued during 1974, with three-fifths of the crop utilized in this manner. Of the total crush, 1,160,000 tons were wine varieties, 752,000 tons raisin varieties, and 366,000 tons table grapes. Although the crush for wine of raisin varieties, mostly Thompson seedless, was off last season from 1,210,000 tons in 1973, it still accounted for 38 percent of the 1974 utilized raisin variety crop. The proportion of utilized raisin variety output crushed for wine averaged 47 percent during 1972-1974. With larger supplies of wine variety grapes likely, the crush of Thompson seedless for wine could decline moderately during 1975.

Rise in Wine Marketings Slow Down; Stocks Build Up

While U.S. production of wine increased sharply during calendar 1973 and remained high during 1974, the gain in marketings slowed markedly. During 1974, 349.4 million gallons of wine were distributed in the U.S., 0.6 percent above 1973 and 3.7 percent above 1972. The yearly increase averaged 12 percent during 1969-1972. U.S.-produced wine accounted for 85 percent and the remainder was imported. Imports during calendar 1974 were off 7 percent from 1973. California alone accounted for nearly 72 percent of all wines entering U.S. distribution channels during 1974.

During the first quarter of 1975 (January-March), all wine entering U.S. distribution channels was up nearly 2 percent from the comparable 1974 period. It was notable that marketings of imported wines declined slightly while U.S. produced wine increased 3 percent; most of the increase was accounted for by table wines (table 4).

Inventories in the U.S. on March 31 at 396.4 million gallons were 4 percent higher than a year earlier. Table wine stocks were up nearly 10 percent from a year ago while dessert wines declined moderately.

Wine: Inventories in California, other States, and United States[1]

Area and type of wine	March 31		
	1975[2]	1974	1973
	1,000 Gallons	*1,000 Gallons*	*1,000 Gallons*
California:			
Table	272,614	249,468	187,869
Dessert	68,851	72,834	62,472
Other	14,629	18,692	14,909
Total	356,094	340,994	265,250
Other States:			
Table	25,289	21,473	21,879
Dessert	10,533	12,529	11,869
Other	4,488	4,900	4,382
Total	40,310	38,902	38,130
United States:			
Table	297,903	270,941	209,744
Dessert	79,384	85,363	74,341
Other	19,117	23,592	19,290
Total	396,404	379,896	303,375

[1] Due to rounding, totals may not equal sum of components; inventories in bonded wineries and wine cellars, excluding substandard wine produced as distilling material. [2] Preliminary.

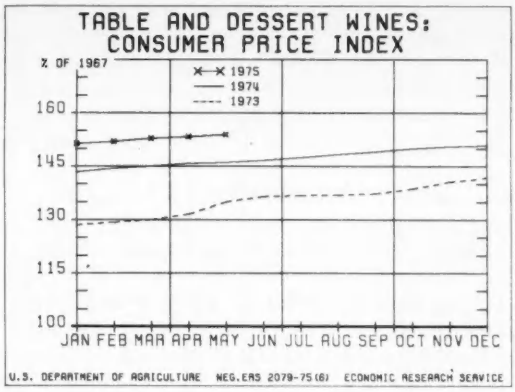
Source: Wine Advisory Board.

Wine Prices

Bulk prices for California wines shipped to the bottling trade have generally weakened since June 1974. No doubt part of the reason was the slower rise in marketings and the large available supplies of wine, and the lower winery price paid to growers for their 1974 crop. On the other hand, the BLS wholesale price index for table and dessert wine (in fifths, f.o.b. winery) at 156.2 (1967=100) in May 1975, was 7 percent above year earlier levels.

Retail prices for table and dessert wines also continued to increase during 1974 and 1975 in spite of larger wine supplies. The Consumer Price Index averaged 153.9 (1967=100) during May 1975, about 5 percent above May 1974.

Current and potential supplies of wine are large. At the same time current high unemployment rates and



the generally slow recovery of economic activity in the U.S. will continue to slow the upward trend in demand and will likely put downward pressure on wine prices at all market levels during the months ahead.

Bananas

Sharply Higher Prices

The U.S. average BLS retail price of bananas increased from 17 cents per pound in December 1974 to 25.8 cents in May 1975. In order to trace this recent increase in retail banana prices, it is necessary to consider a number of factors.

First, the importers' selling price (free on rail at the port of entry) increased during this period. The BLS published wholesale price rose from $3.17 per 40-pound carton (7.9 cents per pound) in December 1974 to $5.25 (13.1 cents per pound) in May 1975.

There are a number of reasons the importers' selling price increased. First, imports so far this year have been disrupted somewhat by Hurricane Fifi's damage to banana plantations in Honduras late last summer. Last year, Honduras supplied 27 percent of U.S. imports. Banana imports during the first 4 months of 1975, at 1.4 billion pounds, were 16 percent below the comparable period in 1974. In addition, importers have had to pay higher minimum prices to foreign independent banana growers, as well as taxes on banana exports imposed by some Latin American countries—principally Costa Rica, Panama, and Honduras.

Although the importers' selling price increased, the spread between the importers' selling price and the retail price also went up from 9.1 cents per pound in December 1974 to 12.7 cents in May 1975. Some of the increase in the spread can be explained by the higher cost of marketing inputs in the U.S. With reduced volume, retailers may have needed higher markups to cover fixed overhead costs in the produce department.

Foreign supplies of bananas may increase during summer as production in Honduras is expected to recover from the reduced levels caused by Hurricane Fifi. Larger supplies, if realized, could dampen further price increases for bananas.

PROCESSED NONCITRUS

Canned

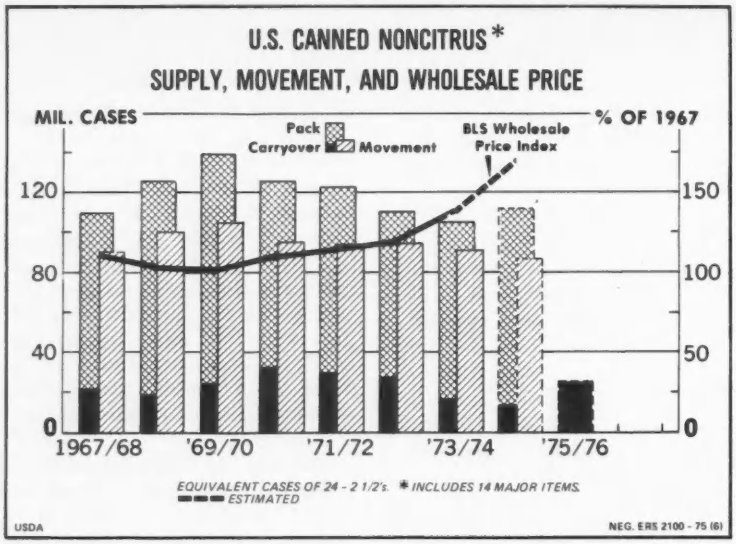
Larger stocks of canned noncitrus fruit will be carried into the 1975 pack year. Total canners' stocks of 14 reported items on April 1 were 37.9 million cases (24 No. 2 ½ basis), 58 percent above a year earlier and 26 percent more than the same date in 1973. While current season stocks are larger, inventories the past 2 seasons were the lowest in many years. For the most part, the increase in stocks represents the moderately larger pack of canned fruit during 1974/75, combined with a slowdown in total shipments.

Although actual yearend stocks for all items are not known at this time, the carryover for 14 items into the 1975/76 pack season is estimated at about 75 percent above last season's very low level of 14 million cases, but one-tenth below the 27.4 million cases at the start of the 1972/73 pack year. The larger inventories coupled with good pack prospects for 1975 indicate the total supply for the coming marketing year will be ample. Given these prospects, packers and distributors will need to improve movement during 1975/76 to avoid potentially burdensome stock levels. Prices aren't likely to change significantly from current levels, although some downward pressure is likely for selected items.

Stocks of canned applesauce on June 1 were up sharply from last year as packs are running 13 percent larger to date, while shipments from the beginning of the season to June 1 were 3 percent above a year ago. Although wholesale prices have declined slightly in recent months, the average for May at $3.20 per case (12 No. 303 cans) was moderately above year-ago levels. Although season supplies of canned apple slices were off sharply because of a reduced pack, shipments to date have been the lowest in years, leaving higher stocks on June 1.

USDA purchased 708,400 cases (6/10's) of applesauce during fiscal 1975 for distribution to needy families and other eligible outlets. No purchases were made by USDA during fiscal 1974.

Apricots faced the tightest supply situation of all canned fruit during 1974/75. The small 1974 crop left June 1 stocks at their lowest level in recent years.



With new-crop prospects up 70 percent in California from 1974 levels, supplies will be adequate to meet market needs during the 1975/76 season. Trade reports indicate that the Apricot Producers of California are asking $185 per ton for No. 1 canning grade apricots in 1975, compared with an established price of $215 per ton in 1974.

Canned tart cherry supplies are much larger than last year's extremely tight levels, reflecting the larger pack for the 1974/75 marketing year. Stocks on April 1 totaled 236,000 cases (24/2½'s), compared with 39,000 in 1974, and 117,000 in 1973. With a 19 percent larger U.S. tart cherry crop forecast for 1975, supplies of canned product will remain adequate. In addition, with distribution channels filled at the beginning of the 1975 season, grower prices for raw product could decline.

Stocks of canned clingstone peaches are sharply above the low levels of the past 2 years. Despite the lowest carryin in recent history at the beginning of the 1974/75 season, the substantially larger pack last summer resulted in the current larger stock position. Promotional allowances in recent months resulted in improved movement to the domestic market. While total movement for the 1974/75 season was up nearly 20 percent, exports were down sharply. Exports of cling peaches to May 1, 1975, totaled nearly 2 million cases (24/2½'s), 27 percent below a year earlier. While export shipments to Canada, the major destination, were larger, they were more than offset by decreases to Europe and Japan. As with other canned fruit, prices have advanced sharply this season with the average BLS retail price at 59.5 cents per can for May, compared with 49.3 cents a year ago. Most of this increase took place early in the season; prices have stayed close to current levels since November 1974.

USDA purchased a total of 374,000 cases (6/10's), 423,700 cases (24/2½'s), and 114,800 cases (24/303's) of canned peaches during fiscal 1975. Purchases were made for distribution to schools and needy families. No purchases were made by USDA during fiscal 1974.

With a 5 percent smaller clingstone peach crop forecast for California, a moderately smaller 1975 pack is likely. However, total supplies for the new season should approach last year's level of 30 million cases (24/2½'s) in view of the larger carryin stock.

Canned fruit cocktail and pear stocks are up drastically from a year ago. Although total season supplies of both items were only slightly larger during 1974/75, shipments have been short of the previous couple seasons. Exports of canned fruit cocktail so far this season to May 1 were nearly 1.6 million cases (24/2½'s), well below the 2.5 million for the same period last year. According to BLS, U.S. retail prices for canned fruit cocktail averaged 46.1 cents per can during May, 7.9 cents more than the same month a year earlier. Retail prices of canned pears increased even more to 75.1 cents per can from 61.2 cents. Wholesale canned pear prices increased sharply early in the season, but they have declined from a high of 53.4 cents per can in October 1974 to 50.9 cents during March-May, while retail prices continued to advance during the same period except in May. With good pack prospects for both canned pears and fruit cocktail, 1975/76 supplies will be larger. Retail prices are likely to decline in order to improve marketing prospects and to obtain desirable levels of movement during the coming season.

The domestic pack of canned pineapple for 11 months of the 1974/75 season (June 1-April 30) continued its downward trend, falling to 12.9 million cases (24/2½'s), compared with 13.8 million a year

earlier. Imports of canned pineapple, especially from the Philippines, Taiwan and Thailand, represent an increasing share of our total supply. Total imports were almost 2.4 million cases (24/2½'s) during the first 4 months of 1975, nearly double the 1.3 million for the same period in 1974.

Frozen

The pack of 11 major frozen fruits and berries during 1974 was 7 percent smaller than the previous year. Much of the decline was due to smaller packs of apples, peaches, and blueberries which more than offset significant increases for cherries and blackberries. In addition, imports of major frozen items—strawberries and blueberries—were off sharply during the 1974/75 season. However, the smaller pack and lower level of imports were offset by larger carryin stocks at the beginning of the season, so that total supplies were slightly larger than in 1973/74. The apparent disappearance so far this season to May 31 for 10 items (excluding strawberries since the 1974/75 season ended April 30) totaled nearly 354 million pounds, down slightly from last season. Consequently, May 31 stocks of the 10 major frozen fruit and berry items at 182.6 million pounds were slightly larger than on May 31, 1974. Details for individual items are presented in table 9.

Frozen apple stocks on May 31 were 21 percent below a year earlier but are still ample. Cherry stocks were up 112 percent as a result of a much larger pack last year without a corresponding increase in disappearance to date in the marketing season. Frozen peach stocks were slightly below last year's high level. Bushberry stocks in cold storage were all above year-earlier levels except blueberries. The small blueberry pack last year is responsible for the reduced inventory. Early indications are that pack prospects for most items are good and total supplies for the 1975/76 marketing season are likely to be slightly higher than in recent years.

Strawberries are the leading frozen noncitrus fruit with an average annual disappearance the past 3 seasons of nearly 267 million pounds. Carryin stocks at the beginning of the 1975 pack season (May 1) were virtually the same as a year ago at 99 million pounds.

Receipts of domestic strawberries by California freezers so far this season through June 14 totaled 43.3 million pounds, compared with 53.1 at the same time last season. Freezing in California this season is behind the same period last year since the crop is 2 to 3 weeks later than normal. However, the total pack this season is expected to be near last year's level. Current grower prices for California berries are still at opening levels of 20 cents per pound. Although 2 cents higher than last season's opening field price, by mid-June last year freezers were paying 20 cents for the fresh product.

Mexican supplies of frozen berries will be off sharply this season, with the current pack just about completed. Preliminary border crossings of frozen strawberries from Mexico into the U.S. were down to approximately 74 million pounds, compared with nearly 112 million last year for the period January 1 through June 8. Smaller packs are also expected in the Northwest, the second most important producing area after California, with strawberry production in Oregon and Washington estimated moderately below 1974 levels.

The BLS wholesale price for frozen strawberries advanced during the 1974/75 season, rising from $3.89 per case (12-10 oz. packages) in May 1974 to $4.22 during September 1974 through May 1975 (table 10). According to trade sources, California processors have announced new list prices for retail size packs at the same level as the closing prices of the 1974 pack.

Dried Fruit

The raisin carryover at the end of the current marketing season is likely to be larger than in recent years. A moderately larger pack combined with slower total shipments this season are chiefly responsible. However, with the current crop running 2 to 3 weeks later than normal, some of the inventory may be used to fill the late summer orders.

While the first California grape crop estimate will not be available until July 10, trade sources indicate a normal crop is expected. Although the crop size of raisin varieties, namely Thompson seedless, is important, the new raisin pack will also depend in large part on purchases by wineries and to some extent on the quantities of raw product utilized for fresh table use. With larger inventories of wine and good crop prospects for wine varieties, fewer Thompson seedless grapes are likely to be used by wineries. Combining a larger carryover of raisins, with the likelihood that a smaller quantity of Thompson seedless will be purchased by wineries, potential supplies of raisins could be more than adequate during the 1975/76 marketing season. This may be the case if weather conditions are favorable later in the season.

According to the Raisin Administrative Committee, total shipments of raisins so far this season (September 1, 1974 to June 1, 1975) were 7 percent below year-earlier levels. Even though shipments so far this season are running lower, they have improved significantly in recent months. Raisin prices have weakened, with the average BLS wholesale price in May 1975 of $11.28 per case of 24-15 oz. packages, declining steadily from $12.45 during May 1974. Prices of U.S. raisins to foreign buyers have also declined. For example, early in May 1975 the landed price in the United Kingdom was 44.3 cents per pound, compared with 52.4 cents during October 1974.

Total exports of raisins at 37,273 tons for the period September 1 through April were 8 percent below those of the comparable period a year earlier, but

sharply above the same period 2 seasons ago. Larger quantities have been shipped to Japan and Canada, but they have been offset by declines in shipments to the United Kingdom, West Germany, Sweden, and Finland.

Dried prune supplies are expected to remain ample during the 1975/76 marketing season. The 1975 California dried prune crop has been estimated at 145,000 tons, up 2 percent from last year but 29 percent below the 1973 record crop of 205,000 tons. With this season's shipments (August 1 to June 1, 1975) to both domestic and foreign markets well below year-earlier levels, unshipped supplies on May 1, 1975 of 76,339 tons (processed condition) were about 10 percent above a year earlier.

With large supplies available during the 1974/75 marketing season, wholesale prices have declined, particularly in recent months. In May the BLS price averaged $9.05 per case of 24-1 pound packages, compared with $9.65 a year earlier.

FRESH CITRUS

For the fourth consecutive month, estimated total production of this season's citrus crop has increased. The June 1 estimate indicated a record citrus crop of 14.6 million tons, one-tenth above last season. The increase is attributed to record orange and lemon crops.

Citrus crop: Utilization to June 1

Crop	Utilization			Remaining for harvest
	Fresh	Processed	Total	
	Thou. boxes	*Thou. boxes*	*Thou. boxes*	*Thou. boxes*
		1972/73		
Oranges	31,451	136,422	167,873	56,387
Grapefruit	24,113	34,728	58,841	6,799
Lemons	8,629	9,564	18,193	4,007
		1973/74		
Oranges	34,191	143,216	177,417	39,103
Grapefruit	24,285	34,710	58,995	6,105
Lemons	8,118	5,206	13,324	4,176
		1974/75		
Oranges	40,352	149,619	189,971	51,129
Grapefruit	25,138	30,362	55,500	5,600
Lemons	9,050	15,410	24,460	3,740

Oranges

Remaining Supplies Much Larger

Because of the record orange crop of 241.1 million boxes, supplies of oranges available for the fresh market this summer are substantially larger than a year earlier. Oranges remaining for harvest in Florida in mid-June represented about 10 percent of the crop, or 17.2 million boxes, approximately 42 percent above year-earlier levels. Harvest probably will be finished later than last season with most of the remaining fruit to be used for processing.

Most fresh orange supplies during the summer will come from California-Arizona. With a 38 percent larger Valencia orange crop in California-Arizona, fruit remaining for harvest was 42 percent more than a ago as of June 14. The Texas harvest was completed in April

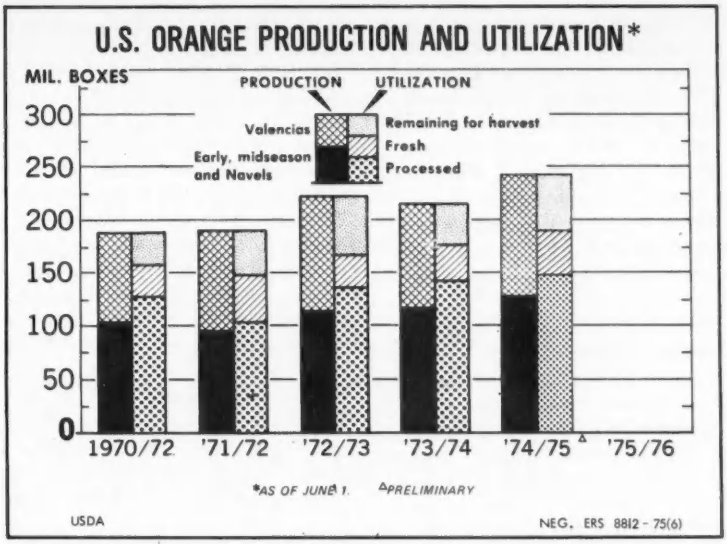
Fresh Use Up Substantially.

The total quantity of U.S. oranges for fresh use so far this season has been running substantially ahead of last year's pace. Up to June 1, 40.4 million boxes of oranges had been used fresh, compared with 34.2 million for the same time a year ago. Although processing usage of oranges was also up, its share of total utilization declined to 79 percent from 81 percent a year ago. However, in view of the substantially larger orange crop remaining for harvest, the pack is expected to finish later this season. Thus, the proportion of oranges used for processing usage may match that of last season.

With a record Florida orange output, Florida fruit for fresh use so far this season has increased in both absolute and relative terms from last season. Oranges used for processing have been running only slightly more than last season and account for 83 percent of Florida oranges used as of June 14, compared with 86 percent a year ago. Movement of California-Arizona Navel oranges to the fresh market increased in absolute terms this season but declined in relative terms. California-Arizona processors used a substantially larger quantity of Navel oranges this season than last, reflecting a larger crop and heavy diversion of freeze-damaged fruit. About 26 percent of Navel oranges were reported for processing use, compared with 20 percent in 1973/74. So far this season, the volume of California-Arizona Valencia oranges moving to both fresh markets and processors has also been substantially above year-earlier levels, reflecting a larger crop. However, the share of fresh use has declined to 64 percent from 68 percent a year ago. Despite a smaller crop, slightly more Texas oranges were moved to fresh markets than a year earlier.

Grower Prices Strengthened

U.S. on-tree returns to growers for all sales (fresh and processed) during this season fell to a low of



$1.29 a box in January from a high of $2.86 in October. Since January, on-tree returns to growers have increased steadily to levels above a year ago in April and May. The June, on-tree returns for all oranges averaged $1.86 per box, compared with $1.83 last year. This is probably a reflection of good demand for both fresh oranges and orange products. Demand for fresh oranges appears to be ahead of last season's pace. Total fresh orange unloads in 41 major markets from October through mid-June this season amounted to 36.9 million cartons, up 7 percent from last season. With good demand and higher grower prices, BLS average retail prices of fresh oranges in selected cities have been moderately to slightly higher than a year ago every month this season. The retail price in May averaged 112.6 cents per dozen, up from 110.1 cents a year earlier. As supplies of fresh oranges decline seasonally, retail prices will continue to advance until the new season gets underway.

On-tree returns for Florida fresh oranges also have strengthened. Since April, grower returns have been above year-earlier levels. In June grower returns advanced sharply to $3.90 a box from $2.35 in May. However, on-tree returns for processing oranges increased slightly from $1.75 to $1.80 a box between May and June. Despite the recent advances, the 1974/75 season average grower price for all Florida oranges will probably average below 1973/74.

Since March on-tree returns for California fresh Navel and Valencia oranges have averaged slightly above to near year-earlier levels. In June on tree returns for fresh California-Arizona Valencia oranges were quoted at $3.68 per box, compared with $3.51 at the same time a year ago. In view of the seasonal decline in Valencia supplies, prices are expected to advance during the remainder of the season, but are likely to hold slightly to moderately above last summer's level.

Exports Up, Imports Down

Exports of fresh oranges and tangerines during the first half of the 1974/75 season (November through April) totaled slighly more than 6.7 million boxes, 37 percent above the same months of 1973/74. Every section of the world shared in the increase. Canada, the largest customer for U.S. oranges, bought one-tenth more oranges, but its share declined from 62 to 50 percent. Shipments to Europe were more than three times as much as last year. Demand for oranges from Eastern Europe, particularly Poland and East Germany, continues strong, but larger shipments to the European Community (EC) are also reported. The European share increased from 6 to 17 percent. Exports to the other parts of the world, mostly Hong Kong, were running almost 45 percent more during the first 6 months of 1974/75 than the corresponding period of 1973/74.

As a result of the record U.S. orange crop, imports of fresh oranges during the first 4 months of 1975 totaled 19.1 million pounds, down two-fifths from last year. Imports from Mexico were slightly less than half of last year's quantity, while those from Israel fell 7 percent.

Grapefruit

Remaining Supplies Light

Although prospects for this season's grapefruit crop have improved for the fourth consecutive month, the June 1 grapefruit crop is estimated at 61.1 million boxes, still down 6 percent from the 1973/74 crop.

Grapefruit harvest was 91 percent complete by June 1, the same percentage as a year ago. Because of a smaller grapefruit crop, harvest in Florida is virtually complete, while Texas' season finished much earlier than last season. However, 30 percent of the crop remained for harvest in Arizona and 57 percent of the California crop was still on the trees. Picking was just getting underway in Central California in early June. As of June 1, 5.6 million boxes of U.S. grapefruit remained for harvest, compared with 6.1 million a year earlier. These fruits are mostly for summer fresh market.

Fresh utilization of grapefruit, which accounts for 45 percent of the total crop utilized to June 1, was slightly larger than last season. Increased fresh sales from both Florida and California-Arizona more than offset smaller fresh shipments from Texas. Although fresh sales of the 1974/75 Florida grapefruit crop have been up 5 percent from last season, they represent two-fifths of total use, approximately the same as last season. Because of a substantially smaller crop, Texas grapefruit sales for fresh use decreased considerably from year-earlier levels. At the same time, the amount of grapefruit shipped to the Texas processors was only half of last year's. This was not only a reflection of the smaller crop, but also of the large diversion of freeze damaged fruit to processing outlets in 1973/74.

On-tree Returns Substantially Higher

In response to a smaller crop, U.S. on-tree returns for fresh grapefruit averaged slightly to substantially above last season for each month of the 1974/75 season, except November. On-tree returns for fresh grapefruit averaged $3.92 a box in June, compared with $3.10 a year ago. Reflecting high grower prices, the BLS retail price in May also reached a new peak, averaging 22 cents each, 18 percent above a year ago. Even with such high prices, demand for fresh grapefruit appears to be ahead of last season's pace. Total fresh grapefruit unloads in 41 major markets through mid-June this season were 8 percent more than a year earlier.

A smaller crop combined with good demand in both domestic and foreign markets pushed on-tree returns to Florida grapefruit growers up considerably this season. However, on-tree returns for processing grapefruit have been below last season for each month of 1974/75, reflecting slower processor demand. Grower prices for Texas grapefruit also were substantially higher this season than last, reflecting a smaller crop. Preliminary data indicate f.o.b. prices for fresh grapefruit averaged $3.03 per 7/10-bushel carton this season, up from with $2.58 last season. Delivered-in prices for processing grapefruit averaged $31.97 per ton, up one-fourth from 1973/74.

With remaining supplies (mostly from California-Arizona) smaller than last season, fresh grapefruit prices will remain above year-earlier levels for the rest of the season.

Exports Continue Good

Even with the delay in the start of shipments of Florida grapefruit to Japan, total U.S. exports of fresh grapefruit during the 8 months ending April 1975 rose 15 percent from the corresponding period a year ago. Shipments to Japan also increased 15 percent, and its share of total U.S. exports remained at three-fifths. However, according to trade reports, exports of Florida grapefruit in May declined drastically compared with May 1974. Thus, total grapefruit exports from Florida for 1974/75 are likely to be well below a year ago.

Exports to Canada were virtually the same as a year ago, but its share dropped from 27 to 23 percent. A sharp increase in shipments to the European Market has been recorded for this season, but its share of total grapefruit exports is still relatively small.

Lemons

Fewer Lemons Remain For Harvest

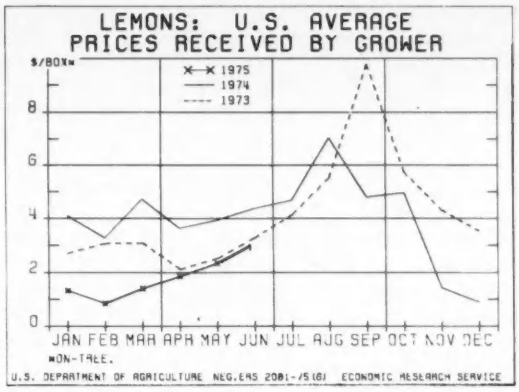
June 1 lemon prospects for California indicated a crop of 21 million boxes, up 1 million boxes from May 1. The California and Arizona combined crop is forecast at a record 28.2 million boxes, up 61 percent from last year. Picking of California lemons was complete in all areas except the South Coastal district. By June 1, 3.7 million boxes remained for harvest, compared with 4.2 million boxes a year ago. Arizona's harvest is complete.

Normally more lemons go for fresh use than processing, but so far this season lemons for fresh use have taken a smaller share of the total crop utilized. Fresh utilization of lemons has been 10 percent above year-earlier levels, while processing use has been almost three times larger and already accounts for 63 percent of utilization.

On-tree Returns Substantially Lower

As a result of the record lemon crop, on-tree returns for fresh lemons have averaged substantially below last season each month of 1974/75 except August and June. However, grower prices have strengthened in recent months. In June, on-tree returns for fresh lemons advanced substantially to $6.20 a box from $5.30 in May and are currently the same as a year ago. In view of fewer lemons remaining for harvest, fresh lemon prices may continue to advance during the summer.

Total shipments of fresh lemons through mid-June were slightly above the same period last year. Although domestic shipments were down slightly, exports were considerably larger. The substantial increases in exports to Europe and other parts of the world, mainly Japan, were chiefly responsible.



PROCESSED CITRUS

Utilization of the 1974/75 citrus crop for processing so far this season has been above last season, due mainly to the increases in processing of oranges and lemons. Grapefruit processing is expected to be below year-earlier levels, reflecting a smaller crop. So far this season, Florida's ouput of frozen and chilled citrus juices has increased while the pack of canned citrus products has generally lagged.

Data on 1974/75 output of processed citrus items in California and Arizona are not yet available, but movement of oranges and lemons to processors indicates substantial increases in these States. Heavier processing activity was due partly to the larger crops, but also reflected freeze damage in California that resulted in large quantities of fruit being diverted to processing use. Through mid-June, movement of California-Arizona lemons to processors totaled 16.1 million boxes, almost three times as large as a year ago. Movement of oranges and grapefruit to processors so far this season has also been sharply above last year's quantity. In 1973/74, California-Arizona packed 3.7 million cases (24/2's) of canned citrus juice (grapefruit, orange, and blend). With a substantially smaller crop in Texas this season, processing use of both oranges and grapefuit was down sharply. Texas processed 4.6 million cases (24/303) of canned citrus juice, about half of last season's quantity.

Although current supplies of processed citrus products are large, f.o.b. prices are generally above year-earlier levels. Movement of most chilled and frozen citrus items is running ahead of last year's pace, but that of canned citrus products is lagging.

Frozen Concentrates

Although the 1974/75 Florida orange crop is estimated at a record 177.6 million boxes, use in frozen concentrated orange juice (FCOJ) so far this season has been running only slightly above last season's pace. Thus, with the estimated juice yield of 1.31 gallon per box, virtually the same as a year ago, the Florida pack of FCOJ through mid-June at 163.8 million gallons was slightly above year-earlier levels. However, with a substantially larger quantity of Florida Valencia oranges remaining for harvest as of June 1, total pack of FCOJ for this season will exceed last season's pack of 172 million gallons. The industry currently expects the total FCOJ pack for 1974/75 to be approximately 184 million gallons.

Reflecting the record Florida orange crop, delivered in prices for Florida oranges for frozen concentrate this season have averaged substantially below those of a year ago. But in recent weeks prices have advanced to levels above last year. In mid-June, spot and contract prices for oranges for frozen concentrate were reported at $2.87 per box, compared with $2.80 a year earlier. However, since Florida citrus packers raised the selling price of FCOJ from $1.95 to $2.10 per dozen 6-ounce can (unadvertised brands) in late December 1974, f.o.b. list prices have been steady at $2.10 with the exception of a special promotion allowance in late winter that reduced the selling price by $0.25 per dozen 6-ounce can. The BLS average retail price of frozen concentrate in selected cities had increased steadily from last December until May. May retail prices eased to an average 27.9 cents per 6-ounce can from 28.1 cents in April, but the level was still 9 percent above a year ago.

Despite higher prices, movement of frozen concentrated orange juice has been strong this season. However, after the promotion allowance was terminated on March 28, movement slowed noticeably. Through mid-June packers had moved 100.8 million gallons of orange concentrate, up a tenth from the corresponding period a year ago. With the total net pack plus imports so far this season only slightly above year-earlier levels, Florida packers' stocks of FCOJ at

mid-June were 117.5 million gallons, approximately 3 million gallons below the heavy stocks on hand a year ago. If the rate of movement remains at the current level throughout the remainder of the season, the carryover of FCOJ at the end of the season would be larger than the 48.9- million-gallon carryover a year ago.

U.S. exports of frozen concentrated orange juice during the first 6 months of the 1974/75 season totaled nearly 6.2 million gallons, 4 percent less than in the prior season. The larger shipments to Canada were more than offset by the decrease in exports to Europe and the other parts of the world. Canada bought more than half of our total exports, 7 percent more than a year ago. Shipments to Europe were down a tenth and its share was down from 45 to 43 percent. Exports to the rest of the world, although relatively small, decreased sharply to only 304,000 gallons.

USDA so far this fiscal year has purchased 2.0 million gallons of 5+1 mix (58.5° Brix) FCOJ under Section 32 of Public Law 74-320 compared with approximately 6.9 million gallons of 3+1 mix FCOJ in fiscal 1974.

With a moderately smaller Florida grapefruit crop, the current season's pack of frozen concentrated grapefruit juice had reached 7.8 million gallons, down almost 10 percent from a year earlier. However, the delivered-in price for grapefruit used for frozen concentrated grapefruit juice averaged substantially lower than last season. Movement of frozen concentrate through mid-June was 4.2 million gallons, compared with 4.1 million gallons during the corresponding period a year ago. Thus, with a sharply larger carryin at the beginning of the season, there were 8.4 million gallons of grapefruit concentrate in stock at mid-June, an increase of 3 percent from a year earlier.

Chilled Products

Output of chilled Florida orange juice continues its upward trend. Florida oranges used for chilled orange juice through mid-June totaled 19.8 million boxes, compared with 18 million boxes a year ago. The 1974/75 Florida pack of chilled orange juice through mid-June totaled 122.6 million gallons, up a tenth from the same period a year ago. Of this total, 107.1 million gallons had been processed from fresh oranges, up 8 percent from a year ago. However, fresh fruit accounted for only 87 percent of total pack, compared with 90 percent last season. The remaining quantity at 15.5 million gallons was composed of reconstituted bulk frozen concentrate. This was an increase of 41 percent from a year ago.

Despite relatively higher retail prices this spring, consumer demand for chilled orange juice continued strong. In May, the BLS average retail price of chilled orange juice in selected cities was 53.1 cents per quart, approximately 6 percent above a year ago. Total domestic movement through mid-June of this season totaled 103.7 million gallons, up from 92.5 million gallons for the same period a year ago. The larger movement cut chilled orange juice stocks as of mid-June by 4 percent from last year.

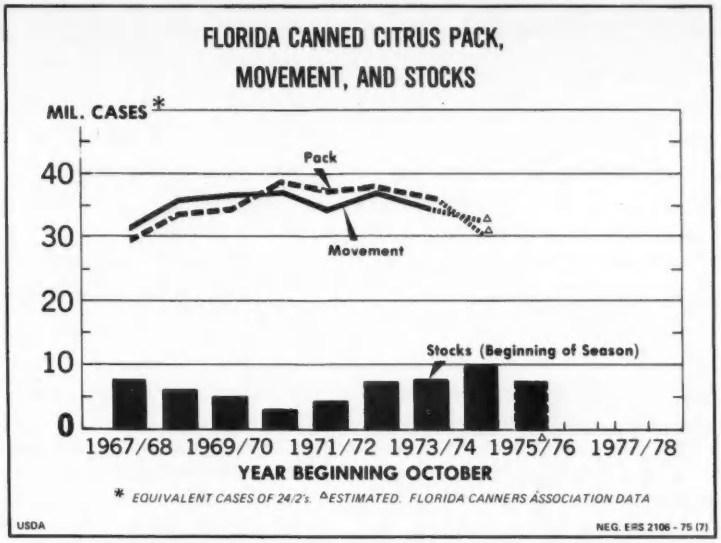
The smaller Florida grapefruit crop has so far failed to halt the upward trend in chilled grapefruit juice pack. Through mid-June a total of 17.1 million gallons of chilled grapefruit juice had been processed, up 15 percent from a year ago. The larger pack was due entirely to the increase in utilization of fresh fruit. Florida packers moved 13.9 million gallons, compared with 12.1 million during the same period a year ago, but the stocks on hand at mid-June were virtually unchanged from a year earlier.

Canned Citrus Products

The Florida citrus packing season is approaching its end. Total pack of canned citrus products is expected to be substantially smaller this season than last. By mid-June, Florida packers had processed 30.6 million cases (24-2's), 15 percent below a year ago. The decrease reflected a one-fifth smaller pack of single strength grapefruit juice. Movement of canned citrus through mid-June has also been slightly lower. Thus, even with a substantially larger carryin at the beginning of the season, stocks of canned citrus products on hand at mid-June were 13 percent smaller than a year earlier.

Florida f.o.b. prices of unsweetened single-strength canned grapefruit juice had been stable at $4.50 per case (I2/46 ounces) this season until early April when Florida citrus packers announced a price reduction to $4.25. However, this was still $0.50 above a year ago. Then in mid-May, Florida citrus packers offered a promotional allowance effective May 19 through June 28 which reduced the price further to $3.89 per case (12/46 ounces), virtually the same as a year ago. Movement of canned grapefruit juice so far through mid-June has been 4 percent below a year earlier. Exports for the first 6 months this season were 17 percent less than the comparable period a year earlier. Despite the large carry-in and reduced shipments, the pack was small enough to reduce available supplies of canned grapefruit juice to a level in mid-June almost 17 percent less than last year.

Even with a larger orange crop, Florida packers have processed less canned orange juice so far this season than last season. Florida f.o.b. prices of unsweetened single strength canned orange juice fluctuated between $4.35 and $4.75 (a dozen of 46 ounces). The current price is $4.75, up from $4.25 a year ago. Despite generally higher prices, movement so far this season is slightly ahead of last season's pace. But exports were down moderately for the first 6 months of 1974/75 from the corresponding period a year ago. Thus, smaller carryin and packs combined with larger movement have resulted in stocks on hand at mid-June about a tenth less than a year earlier.



USDA purchased 130,000 cases (12/46 oz.) of canned single strength grapefruit juice under Section 32 of Public Law 74-320 on June 2, 1975. With this purchase, USDA's fiscal 1975 total came to 306,000 cases, well below the 2,032,000 cases purchased during fiscal 1974.

TREE NUTS

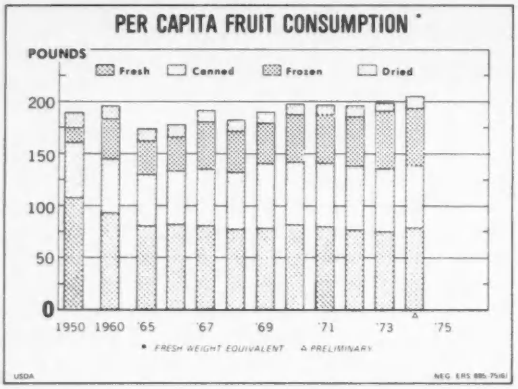
The 1975 California almond crop is expected to total 145,000 tons in-shell, 24 percent below the 1974 record crop of 192,000 tons and 8 percent above 1973. Even with a crop this size, almond tonnage would still compare favorably with the production in the previous 5 years 1969-73.

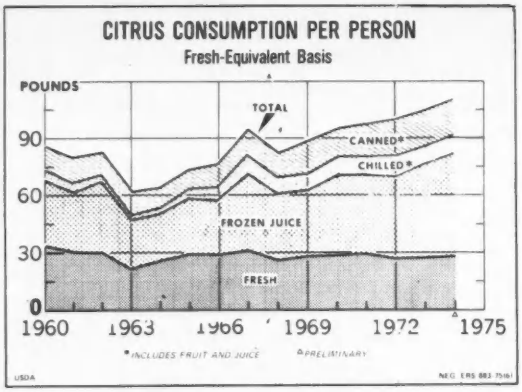
Demand is strong in foreign markets, but domestic movement is running only slightly above last year's pace. According to the Almond Control Board, total domestic movement during July 1974-May 1975 was 54.3 million pounds, up from 52.8 million a year ago. The slight increase in domestic movement reflects larger shipments of unshelled products. Shipments to foreign outlets during the same period at 97.8 million pounds were 31 percent above a year ago. West Germany, our principal customer, doubled its purchases and absorbed more than one-third of total exports. Shipments to Eastern Europe, including U.S.S.R., were also up sharply, although they represented only one-tenth of total exports. On the other hand, exports to Japan were only one-third of the 19.3 million pounds exported during the same period of 1973/74. Trade sources indicated a smaller crop in Spain and a much larger one in Italy for 1975, but the combined production probably will equal last year's. Thus, total world supplies are likely to be adequate. Currently there are no formal opening prices from sellers for the 1975 season, but prices are not likely to be substantially above year-earlier levels in view of adequate supply.

PER CAPITA FRUIT CONSUMPTION

Total per capita fruit consumption in 1974 reached 203.9 pounds (fresh weight equivalent) the highest level since 1948. This level was 5 pounds or nearly 3 percent above 1973.

Per capita consumption of all fresh fruit increased from 75.6 to 78.0 pounds between 1973 and 1974 with many fruit sharing in the increase. Fresh noncitrus consumption showed an increase of 5 percent. Despite higher prices, consumption of banana, the major fresh fruit, increased from 18.4 pounds in 1973 to 18.7 during 1974. Consumption of fresh apples, the second major fresh fruit, increased even more dramatically from 14.5 pounds in 1973 to 15.7 in 1974, an increase of 8 percent. Fresh grape consumption, although relatively small, showed an increase of 0.6 pound or about 30 percent from 1973. Per capita



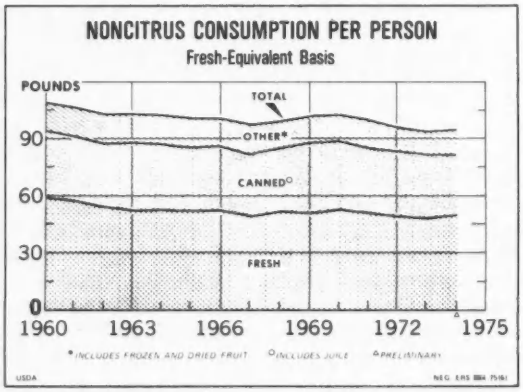


fresh citrus consumption decreased 0.2 pound from 1973 to 27.1 pounds in 1974.

Per capita processed fruit consumption showed a slight increase from 123.3 pounds in 1973 to 125.9 during 1974. The increase in processed citrus consumption more than offset the decrease in processed noncitrus consumption. Per capita frozen concentrated citrus juice increased from 48.1 to 53.6 pounds between 1973 and 1974. Continued strong demand for frozen concentrated orange juice was chiefly responsible. As a result of higher prices, per capita processed noncitrus fruit consumption declined from 46.7 pounds in 1973 to 44.3 in 1974. Smaller canned noncitrus fruit consumption is indicated for most items, particularly canned pineapple which is down from 3.4 to 2.7 pounds. Consumption of frozen noncitrus fruit also declined from 3.53 to 2.80 pounds, while that of dried fruit increased from 2.59 to 2.83 pounds.

Detailed data regarding per capita consumption of individual fresh and processed fruit for the 1950 to 1974 period may be found in tables 17 through 23.

Based on preliminary estimates, per capita consumption of all fruit appears likely to increase again in 1975. Per capita use of processed items—especially frozen concentrated orange juice—is expected to continue to increase this year. Consumption of fresh fruit also is expected to rise further this year, following a moderate increase in 1974, and may reach the highest level in 5 years.



Prices, Costs and Margins of Florida Grapefruit—Fresh and Processed

by
Alfred J. Burns and Joseph Podany

Abstract: Florida is the leading producer of grapefruit, accounting for 76 percent of the 1973/74 U.S. crop. During the last decade processing has become the leading outlet for Florida grapefruit, with canned juice the most important processed product. This article traces trends in prices, costs, margins, and grower returns for Florida grapefruit, including fresh grapefruit, canned grapefruit juice, and canned grapefruit sections. Florida growers' share of the retail value in most seasons was larger for grapefruit juice than for either fresh grapefruit or canned sections. Florida growers have maintained their share of the consumer dollar for each of the three grapefruit products during the past 9 seasons.

Key Words: Grapefruit, fresh, canned, retail price, costs, margins, grower returns.

INTRODUCTION

Per capita consumption of fresh grapefruit trended upward between 1963 and 1974. Consumption averaged 8.2 pounds (fresh weight) in 1974, 1.8 pounds more than in 1963 (table 1). Consumption of canned grapefruit juice also increased, rising from 1.3 pounds (product weight) per person in 1963 to 3.6 pounds in 1974. Consumption of canned grapefruit sections per person remained relatively stable during the period, averaging about ½ pound (product weight) per year.

Table 1—Grapefruit: U.S. consumption per capita, 1963-74

Year	Fresh grapefruit[1]	Canned[2]	
		Juice	Sections
	Pounds	*Pounds*	*Pounds*
1963	6.4	1.3	.3
1964	7.5	1.1	.5
1965	8.3	1.4	.4
1966	8.4	1.7	.6
1967	9.0	2.3	.7
1968	8.0	2.2	.6
1969	7.8	2.9	.4
1970	8.2	3.0	.5
1971	8.6	3.3	.5
1972	8.6	3.3	.4
1973	8.6	3.5	.4
1974[3]	8.2	3.6	.4

[1] Fresh weight basis. [2] Product weight basis. [3] Preliminary.

SRS reports grapefruit production in four States—Arizona, California, Florida, and Texas. However, Florida dominates, accounting for 76 percent of all U.S. commercially produced grapefruit in 1973/74 (table 2). That season nearly 2.7 million tons of grapefruit were produced nationally, 94 percent more than in 1963/64. Production increased in Florida, Texas, and California and declined slightly in Arizona over this period. Texas, recovering from a killing freeze in 1961/62, increased its share of the U.S. crop from 2 percent in 1963/64 to 16 percent in 1973/74. In spite of larger crops, Florida's share of the U.S. crop declined from 81 percent to 76 percent during this period.

Florida produced 48.1 million boxes of grapefruit in 1973/74, or 83 percent more than 1963/64 (table 3). Most of the larger production was processed. Fresh use increased only 4 million boxes, or 27 percent, while processed grapefruit products took 29.4 million boxes in 1973/74, about ½ times the amount in 1963/64. The portion of Florida's crop marketed fresh dropped from 56 percent in 1963/64 to 35 percent in 1970/71, but has increased slightly each season since. since. Grapefruit processed into canned juice increased sharply between 1963/64 and 1970/71. Canned grapefruit juice's share of Florida's crop increased from 15 percent in 1963/64 to 34 percent in 1970/71, but has declined slightly since.

This article discusses prices, marketing costs, margins, and grower returns for fresh grapefruit, canned grapefruit juice, and canned grapefruit sections. Data used are from a continuing study of costs and margins for fruits and vegetables conducted by the Economic Research Service (ERS).

Table 2—Grapefruit: Production, selected States and United States, 1963/64-1973/74

Season	Florida		Texas		Other States		Total
	Amount	Percentage of total	Amount	Percentage of total	Amount	Percentage of total	
	1,000 tons	*Percent*	*1,000 tons*	*Percent*	*1,000 tons*	*Percent*	*1,000 tons*
1963/64	1,117.0	81	20.0	2	240.0	17	1,377.0
1964/65	1,356.0	81	80.0	5	230.8	14	166.8
1965/66	1,483.2	78	152.0	8	259.2	14	1,894.4
1966/67	1,853.0	81	216.0	9	217.0	10	2,286.0
1967/68	1,398.2	79	112.0	6	270.0	15	1,780.2
1968/69	1,695.8	77	268.0	12	244.9	11	2,208.7
1969/70	1,589.5	73	324.0	15	272.6	12	2,186.1
1970/71	1,823.2	74	404.0	16	244.6	10	2,471.8
1971/72	1,997.5	76	368.0	14	257.4	10	2,622.9
1972/73	1,929.5	72	472.0	18	274.3	10	2,675.8
1973/74	2,044.2	76	428.0	16	204.4	8	2,676.6

Source: Citrus Fruits, Production, Use, Value, by States, 1971-72, 1972-73, and 1973-74. October 1974, U.S. Dept. Agr., Crop Reporting Board. (Similar reports for earlier seasons)

Table 3—Florida grapefruit: Production and utilization, 1963/64-1973/74

Season	Production	Utilization of production								
		Fresh		Processed						Total processed
				Canned juice		Canned sections		Other products[1]		
		Amount	Share	Amount	Share	Amount	Share	Amount	Share	
	1,000 boxes	*1,000 boxes*	*Percent*	*1,000 boxes*	*Percent*	*1,000 boxes*	*Percent*	*1,000 boxes*	*Percent*	*1,000 boxes*
1963/64	26,300	14,719	56.0	4,012	15.2	2,179	8.3	5,390	20.5	11,581
1964/75	31,900	15,846	49.7	7,184	22.5	2,670	8.4	6,200	19.4	16,054
1965/66	34,900	15,077	43.2	9,251	26.5	2,921	8.4	7,651	21.9	19,823
1966/67	43,600	17,281	39.6	13,196	30.3	3,526	8.1	9,597	22.0	26,319
1967/68	32,900	14,702	44.7	9,941	30.2	2,604	7.9	5,653	17.2	18,198
1968/69	39,900	14,067	35.3	11,855	29.7	3,033	7.6	10,945	27.4	25,833
1969/70	37,400	14,262	38.1	12,255	32.8	2,474	6.6	8,409	22.5	23,138
1970/71	42,900	14,960	34.9	14,573	34.0	2,333	5.4	11,034	25.7	27,940
1971/72	47,000	17,039	36.3	14,529	30.9	1,931	4.1	13,501	28.7	29,961
1972/73	45,400	17,046	37.5	13,330	29.4	2,086	4.6	12,938	28.5	28,354
1973/74	48,100	18,731	38.9	13,858	28.8	2,332	4.9	13,179	27.9	29,369

[1] Frozen concentrated grapefruit juice, canned blend juice, canned citrus salad, chilled grapefruit sections, and chilled grapefruit juice.

Source: Citrus Fruits, Production, Use, Value, by States, 1971-72, 1972-73, and 1973-74, October 1974, U.S. Dept. Agr., Crop Reporting Board (Similar reports for earlier seasons) and Florida Canners Association Statistical Summary, 1973-74 season (Similar reports for earlier seasons).

FRESH GRAPEFRUIT

Marketing Patterns

To get a better idea of where Florida fresh grapefruit are being sold, unload data from the Agricultural Marketing Service (AMS) for calendar 1963 through 1973 were evaluated. These data identify the source of monthly rail and truck unloads in 41 major U.S. cities. Carlots were converted to tons using AMS conversion factors to allow for different carlot weights during the period.

A large part of Florida's fresh grapefruit is marketed in the East—56 percent of the calendar 1971-73 unloads went to eastern cities, with New York City alone taking 27 percent (Figure 1). The Midwest was the second largest market, taking 26 percent of the unloads. Chicago and Detroit were leading midwestern cities, taking slightly over 5 percent each. Ten percent were unloaded in the West and 8 percent in the South.

Changes have occurred in the distribution of Florida grapefruit since the early 1960's. The quantity of Florida grapefruit unloaded in 41 U.S. cities increased 12.9 percent from 1963-65 to 1971-73 (Figure 2). The East experienced the largest rise (23.3

DISTRIBUTION OF FLORIDA FRESH GRAPEFRUIT UNLOADS IN THE U.S. 1971-73

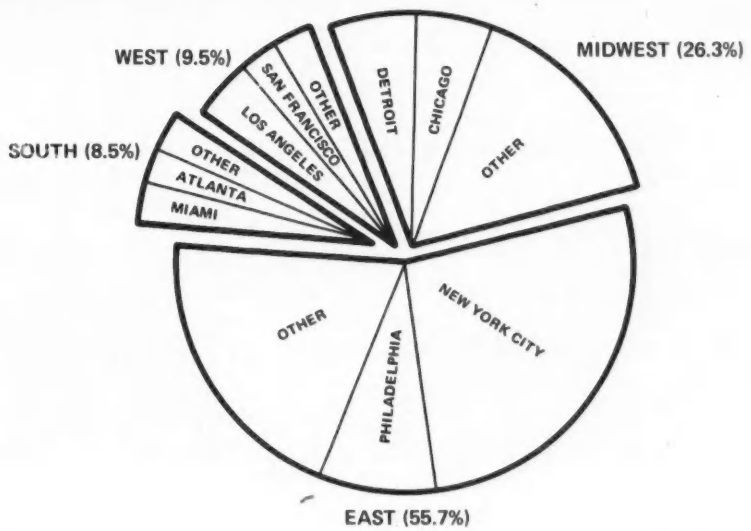


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Figure 1

FLORIDA FRESH GRAPEFRUIT UNLOADS
1963-65 TO 1971-73

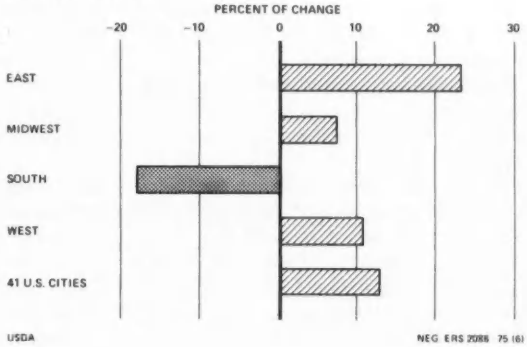

Figure 2

TRUCK UNLOADS OF FLORIDA FRESH GRAPEFRUIT BY REGIONS
1963-65 TO 1971-73

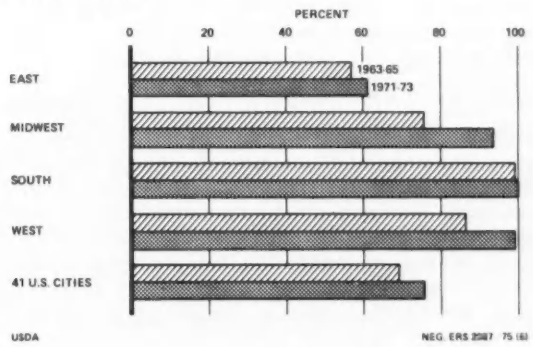

Figure 3

percent), followed by the West (10.6 percent), and the Midwest (7.5 percent). Unloads in the South, however, dropped 18.0 percent.

Trucks are playing an increasingly important role in moving Florida grapefruit to market. About 77 percent of the 41 city unloads arrived by truck in 1971-73, up from 69 percent in 1963-65 (Figure 3). Truck transportation increased in each region, with the largest increases occurring in the Midwest and the West. Trucks accounted for virtually all of the reported unloads in the South and the West in 1971-73. No southern city and only San Francisco and Seattle in the West reported rail unloads in 1971-73. Nearly 40 percent of unloads in the East arrived by rail in 1971-73, with only two eastern cities reporting more than 40 percent rail unloads—New York City (55 percent) and Philadelphia (41 percent).

Figure 4 shows monthly grapefruit unloads in 41

MONTHLY FRESH GRAPEFRUIT UNLOADS
41 U.S. CITIES, 1971-73 AVERAGE

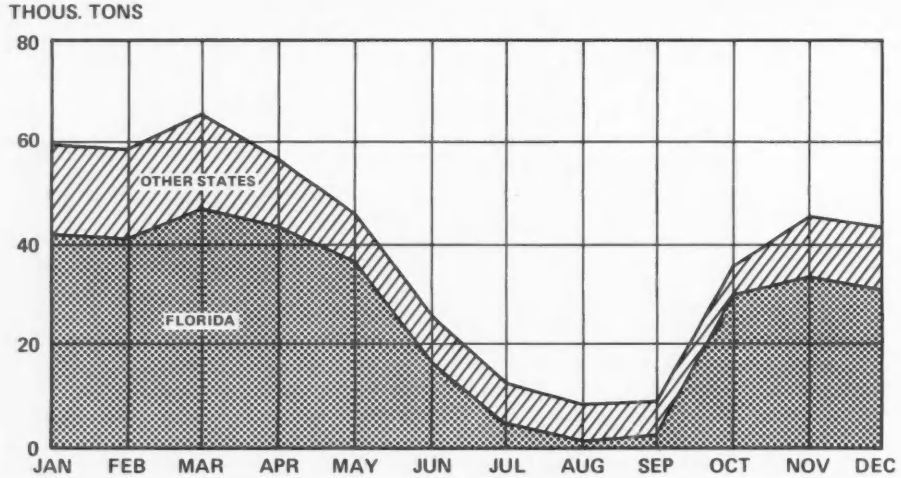

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Figure 4

U.S. cities for calendar 1971-73 by place of origin. Florida grapefruit clearly dominate unloads in the 41 markets each month from October through June. Unloads come mainly from California and Arizona in the summer. Supplies from Mexico enter some U.S. markets in small quantities in the fall and winter.

Prices and price Spreads

Fresh, while, seedless grapefruit were priced at Florida shipping points and at wholesale and retail levels in Atlanta, Boston, Chicago, and Pittsburgh. Retail prices were collected by the Bureau of Labor Statistics in a sample of retail stores on the first consecutive Tuesday, Wednesday, and Thursday of each month. The wholesale price, reported by the Federal-State Market News Servise, is the Tuesday price for the retail pricing week. The shipping point price is an average of daily prices for the week preceding the retail pricing week reported by the Florida Grower's Administrative Committee, based on prices compiled by Florida Citrus Mutual. Monthly retail, wholesale, and shipping point prices are weighted by monthly carlot unloads of Florida grapefruit in Atlanta, Boston, Chicago, and Pittsburgh to obtain the season average price (season: November-April).

The retail value of a box of fresh grapefruit is the return to the retailer for salable grapefruit (retail price minus 3 percent allowance for losses during the marketing process). Harvesting, hauling, packing, and selling costs are reported by the Florida Agricultural Experiment Station. Grower returns are derived by deducting harvesting, hauling, packing, and selling costs from the shipping point price. The wholesale-retail spread, derived by deducting wholesale price from retail value, is payment for secondary wholesaling, intracity transportation, and retailing. The shipping point-wholesale spread, derived by deducting shipping point price from wholesale price, is payment for transportation from shipping point and primary wholesaling.

The retail price of fresh grapefruit in Atlanta, Boston, Chicago, and Pittsburgh increased on the average slightly less than one-third cent per pound per season between 1963/64-1973/74. The four-city average retail price was 16.9 cents per pound in 1973/74, 2.8 cents more than 10 seasons earlier (table 4). The retail value of an 85-pound box (or its equivalent) averaged $13.97 in 1973/74, 20 percent higher than in 1963/64 (Figure 5). All the retail price increase occurred after 1970/71. Returns to Florida growers for grapefruit sold in the four cities, though highly variable, averaged $1.97 in 1973/74, one-fourth less than in 1963/64. However, the 3-year average grower returns increased from $1.92 in 1963/64-1965/66 to $2.23 in 1971/72-1973/74, a 16 percent rise. Harvesting, hauling, packing, and selling costs rose from $1.60 in 1963/64 to $2.67 in 1973/74, a 67 percent increase. The shipping point-wholesale price spread more than doubled during the 11 seasons and the wholesale-retail price spread in-

creased by only a small amount, reflecting a sharp rise in wholesale prices. The total spread between shipping point and retail increased 23 percent between 1963/64 and 1973/74.

A simple trend line fitted to the data in table 4 indicates that the retail value of grapefruit sold in the

Table 4—Florida grapefruit: Seasonal average prices, spreads, costs, and returns, average Atlanta, Boston, Chicago, and Pittsburgh[1]

Season	Retail price per pound	Retail value per box[2]	Wholesale-retail spread[3]		Shipping point-wholesale spread[4]		Picking, hauling, packing and selling costs[5]		Derived grower returns[6]	
			Per box	Percentage of retail value	Per box	Percentage of retail value	Per box	Percentage of retail value	Per box	Percentage of retail value
	Cents	*Dollars*	*Dollars*	*Percent*	*Dollars*	*Percent*	*Dollars*	*Percent*	*Dollars*	*Percent*
1963/64	14.1	11.60	6.03	52	1.51	13	1.60	14	2.46	21
1964/65	12.8	10.57	5.70	54	1.59	15	1.70	16	1.58	15
1965/66	12.1	10.00	5.10	51	1.40	14	1.79	18	1.71	17
1966/67	11.3	9.33	5.22	56	1.12	12	1.79	19	1.20	13
1967/68	13.2	10.85	4.85	45	1.56	14	1.97	18	2.47	23
1968/69	13.4	11.03	5.54	50	1.71	16	2.00	18	1.78	16
1969/70	13.9	11.48	5.75	50	1.61	14	2.13	19	1.99	17
1970/71	13.6	11.22	5.53	49	1.72	15	2.20	20	1.77	16
1971/72	15.2	12.54	5.74	46	2.02	16	2.24	18	2.54	20
1972/73	16.4	13.47	6.48	48	2.20	17	2.60	19	2.19	16
1973/74[7]	16.9	13.97	6.04	43	3.29	24	2.67	19	1.97	14

[1] 6-month weighted average (Nov.-Apr.), white, seedless, size 40, packed in 2/½ box cartons, 42.5 pounds net weight each. [2] Returns of retailer for salable grapefruit (3-percent allowance for loss incurred during marketing process). [3] Retail value minus wholesale price. Payment for secondary wholesaling and retailing. [4] Wholesale price minus shipping point price. Payment for intercity transportation and primary wholesaling (assembly and warehousing). [5] Spurlock, A.H., Costs of Picking and Hauling Florida Citrus Fruits, 1972-73 season, Agr. Econ. Rpt. 60; and Spurlock, A.H., Costs of Packing and Selling Florida Fresh Citrus Fruits, 1972-73 Season, Agr. Econ. Rpt. 61, Fla. Agr. Expt. Sta. [6] Derived by deducting picking, hauling, packing costs from shipping point price. [7] Preliminary.

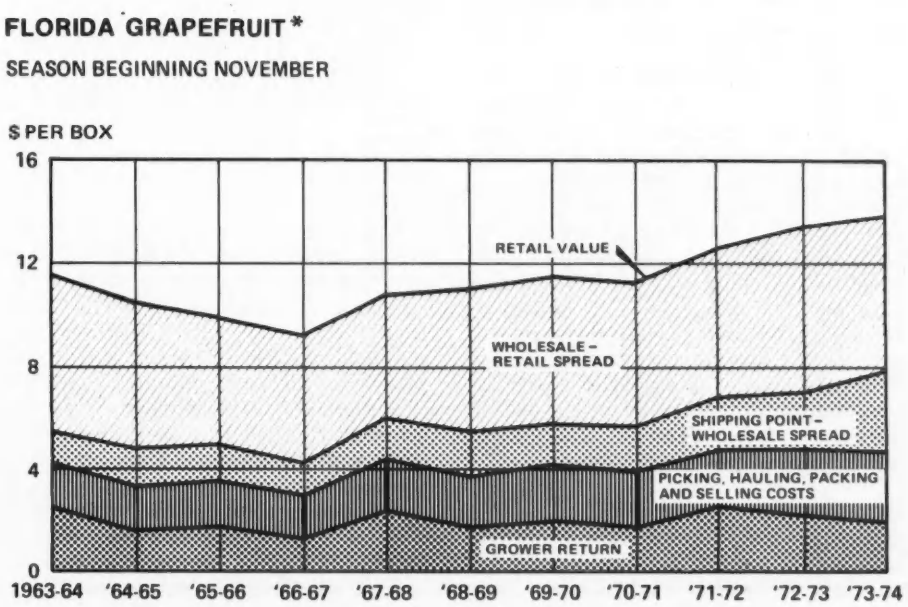


Figure 5

four cities increased an average of 32 cents per box per season since 1963/64. During the same period, the wholesale-retail spread increased 6 cents per box per season; the shipping point-wholesale spread rose 13 cents; harvesting, hauling, packing and selling costs went up 10 cents; and grower returns rose 3 cents.

The market share of the retail value going for the shipping point-wholesale spread increased on the average about two-thirds of a percentage point per season between 1963/64-1973/74. The increase was more than offset by a near 1 percentage point decline per season in the wholesale-retail spread, resulting in a slight reduction in the total shipping point-retail spread's share of the retail value. The share taken by harvesting, hauling, packing and selling costs increased about one-third of a percentage point per season. The grower's share, although highly variable, did not show any significant trend over the period.

For the period, the wholesale-retail spread averaged 50 percent of the retail value; the shipping point-wholesale spread averaged 15 percent; harvesting, hauling, packing, and selling costs 18 percent; and grower returns 17 percent.

CANNED GRAPEFRUIT PRODUCTS

Canned grapefruit juice and sections were priced at three levels—delivered-in (delivered to the processing plant door), processor (f.o.b. processing plant), and retail. Quarterly retail prices used were collected by the Bureau of Labor Statistics in Detroit and Pittsburgh. Processor price is f.o.b. Florida processing plants as reported in the American Institute of Food Distribution's "Report on Food Markets" for the first week of the month in which retail prices are collected. Delivered-in price is a computed return for the quantity of grapefruit required to process a dozen cans of juice or 24 cans of sections—based on the seasonal average per box price paid by processors and seasonal average yield of juice or sections per box. Average prices paid by processors and average yields per box are reported by the Florida Canners Association. The retail value of canned grapefruit juice and sections is simply the retail price (no allowance is made for losses during marketing). Simple averages are made of quarterly retail prices, processor prices, and delivered-in price to obtain seasonal average prices (Season: Oct.-Sept.).

The wholesale and retail margin for canned grapefruit juice and sections is the difference between the retail price and the processor price. This margin includes payment for transportation from the processor to the consuming city, wholesaling or brokerage, intra-city transportation, and retailing. The processor margin is the difference between the processor price and the delivered-in price. It is the amount paid for processing, warehousing, and selling the product. The grower return (on-tree) is derived by deducting picking and hauling costs from the delivered-in price.

Canned Grapefruit Juice

The total supply of Florida canned grapefruit juice was 24.8 million cases (24/No. 2 cans) in 1973/74, double the short supply in 1965/66 (table 5). The 1965/66 short supply was the result of a reduced pack that season (12.1 million cases) and a small packers' carryin (0.3 million cases). Both the pack and the carryin increased in 1966/67 and have trended upward since. The grapefruit juice pack reached 20.6 million cases in 1973/74, with a carryin of 4.2 million cases that season.

Table 5—Florida grapefruit juice: Packers' carryin, pack, and total supply, 1965/66-1973/74

Season	Packers' carryin	Season pack[1]	Total supply[1]
	1,000 cases (equivalent to 24/No. 2 cans)		
1965/66	298	12,090	12,388
1966/67	1,093	17,844	18,937
1967/68	3,632	13,300	16,932
1968/69	3,659	15,445	19,104
1969/70	1,634	16,423	18,057
1970/71	819	19,366	20,185
1971/72	1,605	21,173	22,778
1972/73	4,310	19,059	23,369
1973/74	4,203	20,576	24,779

[1] Does not include reconstituted juice.

The retail price of canned grapefruit juice in Detroit and Pittsburgh, as estimated by the Bureau of Labor Statistics, averaged 51.6 cents per 46-oz. can in 1973/74, 8.2 cents more than in 1965/66. Retail price increases averaged 1.8 cents per can per season. The retail value of a dozen 46-oz. cans of grapefruit juice averaged $6.20 in 1973/74, 19 percent greater than 8 seasons earlier (table 6 and Figure 6). The processor margin increased 41 percent while picking and hauling costs increased 56 percent. The wholesale and retail margin increased 1 percent during this period. Returns to Florida growers for grapefruit required to yield a dozen cans of juice were $1.16 in 1973/74, 3 percent more than in 1965/66.

A simple trend line fitted to the data in table 6 indicates that the retail value of grapefruit juice sold in the two cities increased an average of 22 cents per dozen cans per season in 1965/66-1973/74. During this period the processor margin increased 8 cents per dozen cans per season, picking and hauling costs

Table 6—Florida grapefruit juice, canned: Seasonal prices, margins, costs, and returns, average Detroit and Pittsburgh[1]

Season	Retail price per 46 oz. can	Retail value per doz. cans	Wholesale and retail margin[2]		Processor margin		Picking and Hauling costs[3]		Derived Grower return[4]	
			Per doz. cans	Percentage of retail value	Per doz. cans	Percentage of retail value	Per doz. cans	Percentage of retail value	Per doz. cans	Percentage of retail value
	Cents	*Dollars*	*Dollars*	*Percent*	*Dollars*	*Percent*	*Dollars*	*Percent*	*Dollars*	*Percent*
1965/66	43.4	5.20	1.90	36	1.81	35	.36	7	1.13	22
1966/67	37.4	4.50	1.68	37	1.97	44	.35	8	.50	11
1967/68	39.7	4.76	1.20	25	1.96	41	.39	8	1.21	26
1968/69	39.0	4.68	1.50	32	2.12	45	.43	9	.63	14
1969/70	45.2	5.43	1.30	24	2.38	44	.44	8	1.31	24
1970/71	49.7	5.96	1.51	25	2.52	42	.46	8	1.47	25
1971/72	52.4	6.29	1.75	28	2.31	37	.48	7	1.75	28
1972/73	50.8	6.09	1.74	28	2.23	37	.54	9	1.58	26
1973/74[5]	51.6	6.20	1.92	31	2.56	41	.56	9	1.16	19

[1] Marketing Season: October-September. [2] Includes transportation from processing plant to Detroit and Pittsburgh. [3] Calculated from data in Spurlock, A.H., Costs of Picking and Hauling Florida Citrus Fruits, 1972/73 Season, Ag. Econ. Rpt. 60, Fla. Agr. Expt. Sta., April 1974, using seasonal average quantity of grapefruit required to pack 12/46-oz. cans. [4] Returns to Florida growers for seasonal average quantity of grapefruit required to pack 12/46-oz. cans. [5] Preliminary.

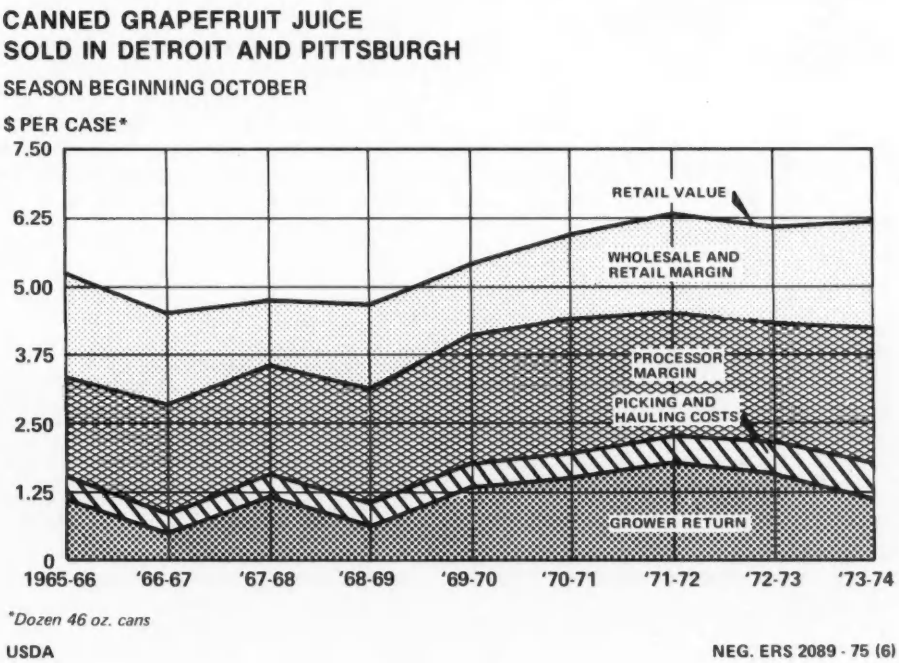


Figure 6

went up 3 cents, the wholesale and retail margin rose 2 cents, and the grower return rose 9 cents.

In addition, the market shares or percentage of the retail value going to growers and other market factors did not show any significant trend over the period. For the 9 seasons the processor margin averaged 41 percent of the retail value; the wholesale and retail margin averaged 29 percent; picking and hauling costs 8 percent; and grower returns 22 percent.

Canned Grapefruit Sections

The total supply of Florida canned grapefruit sections was 3.4 million cases (24/No. 2 cans) in 1973/74, about one-fifth less than in 1965/66 (table 7). Total supply trended downward throughout the period, with the only appreciable increase occurring in 1966/67. Declining supplies were due mainly to declining packs, which dropped from 4.0 million cases in 1965/66 to 3.0 million cases in 1973/74.

The retail price of canned grapefruit sections in Detroit and Pittsburgh averaged 37.6 cents per No. 303 can in 1973/74, 10.4 cents higher than in 1965/66. Retail prices increased throughout the period, averaging slightly over 1 cent per can per season. The retail value of a 24-can case of grapefruit sections averaged $9.02 in 1973/74, 38 percent more than 8 seasons earlier (table 8 and Figure 7). Returns to Florida growers for grapefruit sections sold in Detroit and Pittsburgh increased 17 percent, from $0.83 to $1.00 per case. Picking and hauling costs in Florida rose from 23 cents per case in 1965/66 to 39 cents in 1973/74, a 70 percent increase. The processor margin went up 53 percent to $4.95 per case in 1973/74 and the wholesale and retail margin rose 20 percent to $2.68 per case.

A simple trend line fitted to the data in table 8 indicates that the retail value of canned grapefruit sections sold in Detroit and Pittsburgh increased an average of 31 cents per case per season since 1965/66. During this same period, the processor margin increased 16 cents per case per season; the wholesale and retail margin went up 7 cents; grower returns rose 6 cents; and picking and hauling costs rose 2 cents.

Like canned grapefruit juice, the market shares or percentage of the retail value for canned grapefruit sections going to growers and other market factors did not show any significant trend over the period. For the 9 seasons, the processor margin averaged 53 percent, the wholesale and retail margin averaged 30 percent, picking and hauling costs 4 percent, and grower returns 13 percent.

Table 7—Florida grapefruit sections: Packers' carryin, pack and total supply, 1965/66-1973/74

Season	Packers' carryin	Season pack	Total supply
	1,000 cases (equivalent to 24/No. 2 cans)		
1965/66	372	4,002	4,374
1966/67	385	4,756	5,141
1967/68	895	3,412	4,307
1968/69	637	3,396	4,033
1969/70	523	3,325	3,848
1970/71	720	3,506	4,226
1971/72	666	2,752	3,418
1972/73	440	2,687	3,127
1973/74	323	3,027	3,350

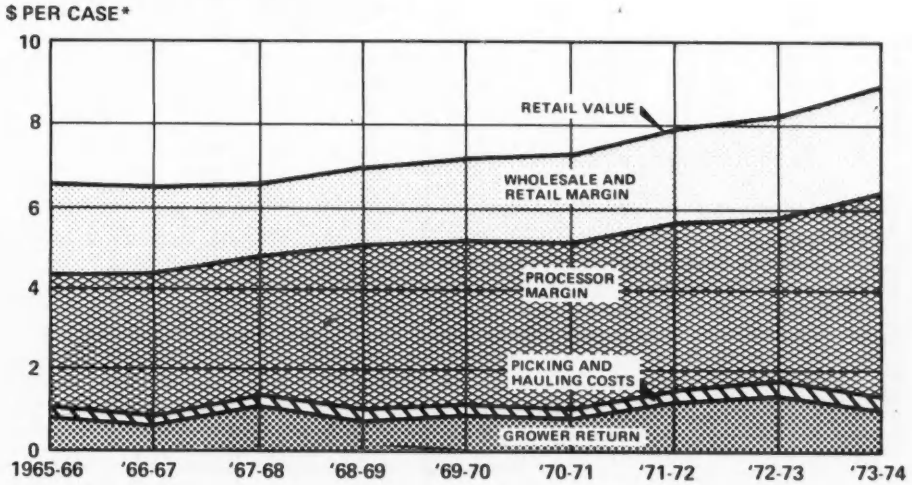
Table 8—Florida grapefruit sections, canned: Seasonal average prices, margins, costs, and returns, average Detroit and Pittsburgh[1]

Season	Retail price per No. 303 can	Retail value per case	Wholesale and retail margin[2]		Processor margin		Picking and hauling costs[3]		Derived grower returns[4]	
			Per case	Percentage of retail value	Per case	Percentage of retail value	Per case	Percentage of retail value	Per case	Percentage of retail value
	Cents	*Dollars*	*Dollars*	*Percent*	*Dollars*	*Percent*	*Dollars*	*Percent*	*Dollars*	*Percent*
1965/66	27.2	6.53	2.23	34	3.24	50	.23	3	.83	13
1966/67	27.1	6.50	2.16	33	3.48	53	.23	4	.63	10
1967/68	27.4	6.57	1.82	28	3.39	51	.26	4	1.10	17
1968/69	28.9	6.94	1.88	27	3.98	57	.32	5	.76	11
1969/70	30.0	7.19	2.00	28	4.03	56	.29	4	.87	12
1970/71	30.3	7.27	2.15	30	4.01	55	.28	4	.83	11
1971/72	33.2	7.96	2.34	29	4.04	51	.32	4	1.26	16
1972/73	34.6	8.29	2.54	31	4.01	48	.38	5	1.36	16
1973/74[5]	37.6	9.02	2.68	30	4.95	55	.39	4	1.00	11

[1] Marketing Season: October-September. [2] Includes transportation from processing plant to Detroit and Pittsburgh. [3] Calculated from data in Spurlock, A.H., Costs of Picking and Hauling Florida Citrus Fruits, 1972/73 Season, Ag. Econ. Rpt. 60, Fla. Agr. Expt. Sta., April 1974 using seasonal average quantity of grapefruit required to pack 24/No. 303 cans. [4] Returns to Florida growers for seasonal average quantity of grapefruit required to pack 24/No. 303 cans. [5] Preliminary.

CANNED GRAPEFRUIT SECTIONS SOLD IN DETROIT AND PITTSBURGH

SEASON BEGINNING OCTOBER



* *24 No. 303 cans*

USDA

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Figure 7

* * * * * * * * * * *

Table 1—Peaches: Production, 1973, 1974, and indicated 1975

State	1973[1]	1974[1]	1975
	Million pounds	*Million pounds*	*Million pounds*
California:			
Clingstone	1,294.0	1,598.0	1,520.0
Freestone	420.0	452.0	400.0
Total California	1,714.0	2,050.0	1,920.0
Southern States:			
North Carolina	30.0	20.0	30.0
South Carolina	245.0	215.0	215.0
Georgia	100.0	45.0	95.0
Alabama	7.0	9.0	8.5
Mississippi	10.0	7.0	7.0
Arkansas	36.0	20.0	35.0
Louisiana	6.5	6.3	2.5
Oklahoma	9.2	.1	6.8
Texas	15.0	18.0	15.0
Total Southern States	458.7	340.4	414.8
Other States:			
Massachusetts	4.0	3.0	4.8
Connecticut	4.5	4.2	5.0
New York	15.0	16.0	18.0
New Jersey	92.0	91.0	100.0
Pennsylvania	81.0	120.0	120.0
Ohio	5.0	14.0	20.0
Indiana	3.5	2.0	10.0
Illinois	7.0	3.5	25.0
Michigan	50.0	70.0	85.0
Missouri	8.0	3.0	23.0
Kansas	10.0	3.0	10.0
Delaware	2.9	1.2	3.4
Maryland	14.7	19.4	23.5
Virginia	20.0	32.0	32.0
West Virginia	16.0	23.0	26.0
Kentucky	4.0	5.0	16.5
Tennessee	3.7	4.0	8.7
Idaho	.8	10.0	10.0
Colorado	23.1	13.7	21.0
Utah	12.0	16.0	15.5
Washington	43.0	26.0	40.0
Oregon	12.0	11.0	13.0
Total Other States	432.2	491.0	630.4
United States	2,604.9	2,881.4	2,965.2

[1] Excludes unharvested production and excess cullage.

Table 2—Cherries: Production by type, 12 States, 1973, 1974, and indicated 1975

State	Sweet			Tart			All varieties		
	1973[1]	1974[1]	1975	1973[1]	1974[1]	1975	1973[1]	1974[1]	1975
	Tons	*Tons*	*Tons*	*Tons*	*Tons*	*Tons*	*Tons*	*Tons*	*Tons*
New York	3,400	1,600	5,400	10,200	8,100	16,500	13,600	9,700	21,900
Pennsylvania	660	800	750	3,150	6,550	6,006	3,810	7,350	6,750
Ohio	---	---	---	170	300	280	170	300	280
Michigan	16,000	25,500	30,000	58,000	103,000	115,000	74,000	128,500	145,000
Wisconsin	---	---	---	2,400	5,200	7,000	2,400	5,200	7,000
5 Great Lake States	20,060	27,900	36,150	73,920	123,150	144,780	93,980	151,050	180,930
Montana	2,510	1,650	1,900	---	---	---	2,510	1,650	1,900
Idaho	1,500	2,250	1,400	---	---	---	1,500	2,250	1,400
Colorado	560	250	400	1,000	1,250	1,500	1,560	1,500	1,900
Utah	6,500	5,000	6,400	8,500	5,840	7,000	15,000	10,800	13,400
Washington	45,500	45,000	40,000	---	---	---	45,600	45,000	40,000
Oregon	37,000	33,500	36,000	3,600	2,100	4,000	40,600	35,600	40,000
California	40,000	28,000	33,000	---	---	---	40,000	28,000	33,000
7 Western States	133,570	115,650	119,100	13,100	9,150	12,500	146,670	124,800	131,600
12 States	153,630	143,550	155,250	87,020	132,300	157,280	240,650	275,850	312,530

[1] Excludes unharvested production and excess cullage.

Table 3—Strawberries: Acreage, yield per acre, and production, 1973, 1974, and indicated 1975[1]

Crop and state	Acreage			Yield per acre			Production		
	1973	1974	1975	1973	1974	1975	1973	1974	1975
	1,000 acres	*1,000 acres*	*1,000 acres*	*1,000 pounds*	*1,000 pounds*	*1,000 pounds*	*Million pounds*	*Million pounds*	*Million pounds*
Strawberries:									
Winter:									
Florida	1.4	1.3	1.1	13.5	13.5	16.5	18.9	17.6	18.2
Spring:									
Arkansas	1.3	1.2	1.1	2.2	2.3	4.5	2.9	2.8	5.0
California	8.1	8.9	9.8	39.5	43.0	39.5	320.0	382.7	387.1
Illinois	1.0	.9	.9	3.2	3.3	3.6	3.2	3.1	3.2
Indiana	.6	.7	.9	2.9	2.5	7.2	1.9	1.8	6.5
Kentucky	.6	.5	.6	2.8	2.6	4.0	1.7	1.3	2.4
Louisiana	1.1	1.0	.9	5.5	5.5	7.0	6.1	5.5	6.3
Maryland	.6	.6	.6	3.1	2.8	3.3	1.7	1.6	2.0
Massachusetts	.3	.3	.3	4.0	5.1	5.6	1.0	1.4	1.7
Michigan	3.4	3.1	2.9	4.4	5.7	5.5	15.0	17.7	16.0
Missouri	.6	.5	.5	3.2	3.3	4.5	1.9	1.6	2.4
New Jersey	1.1	1.0	.9	4.2	5.3	4.5	4.6	5.3	4.1
New York	1.1	1.0	1.0	4.0	4.4	4.1	4.4	4.4	4.1
North Carolina	2.1	2.0	2.2	3.2	2.8	2.0	6.7	5.6	4.4
Ohio	1.4	1.5	1.7	3.0	3.7	3.7	4.2	5.6	6.3
Oklahoma	.6	.6	.6	3.9	1.6	4.2	2.5	1.0	2.5
Oregon	7.8	7.2	6.0	6.2	5.7	6.2	48.4	41.0	37.2
Pennsylvania	1.3	1.3	1.3	3.2	3.3	3.5	4.2	4.3	4.6
Tennessee	.9	.7	.7	1.7	2.2	2.5	1.5	1.6	1.7
Virginia	.6	.4	.4	1.9	2.0	2.5	1.1	.8	1.0
Washington	3.6	3.6	3.4	6.0	6.3	6.3	21.6	22.7	21.4
Wisconsin	1.4	1.3	1.2	2.7	2.9	2.8	3.8	3.8	3.4
Total Spring	39.5	38.3	37.9	11.6	13.4	13.8	458.4	515.6	523.3
United States	40.9	39.6	39.0	11.7	13.5	13.9	477.3	533.2	541.5

[1] Includes processing.

Table 4—Wine entering distribution channels in the U.S., by origin and type of wine[1]

Origin and type of wine	January-March			Calendar year		
	1975[2]	1974	1973	1974[2]	1973	1972
	1,000 gallons	*1,000 gallons*	*1,000 gallons*	*1,000 gallons*	*1,000 gallons*	*1,000 gallons*
U.S. produced:[3]						
Table	42,392	39,506	36,577	157,186	145,877	136,342
Dessert	16,409	16,612	17,886	63,459	66,346	70,026
Other	17,758	18,480	18,285	77,364	79,817	83,574
Total	76,559	74,599	72,748	298,009	292,041	289,942
Imported:[4]						
Table	8,518	9,020	10,351	41,755	45,375	37,478
Dessert	494	637	699	3,264	2,913	2,662
Other	1,389	1,357	1,655	6,375	6,885	6,903
Total	10,401	11,013	12,705	51,394	55,172	47,043
All wine:						
Table	50,910	48,526	46,928	198,941	191,252	173,820
Dessert	16,903	17,248	18,585	66,723	69,258	72,688
Other	19,147	19,837	19,940	83,739	86,703	90,477
Total	86,961	85,612	85,453	349,403	347,213	336,985

[1] Due to rounding, totals may not equal sum of components. [2] Preliminary. [3] Includes taxable withdrawls only. [4] Imports for consumption.

Source: Wine Advisory Board.

Table 5—Wholesale and consumer price indexes for table and dessert wine, by months, 1970-75

Index and year	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
	(1967=100)											
Wholesale price index:[1]												
1970	106.1	106.6	106.6	106.6	106.6	106.6	106.6	106.6	106.6	109.2	109.2	110.9
1971	111.0	111.0	115.0	115.0	115.5	115.5	120.7	120.7	120.7	120.7	120.7	119.5
1972	119.9	125.1	125.2	125.3	125.3	125.3	126.2	126.2	126.2	126.2	126.2	126.2
1973	126.2	129.5	129.7	131.8	131.9	133.5	133.5	134.2	134.2	139.6	139.6	140.5
1974	140.5	145.5	145.6	145.9	146.1	146.3	148.7	149.9	149.9	150.3	150.3	150.3
1975	151.6	151.6	156.2	156.2	156.2							
Consumer price index:												
1970	114.1	114.1	115.0	116.5	116.9	117.1	117.3	117.5	117.5	117.6	117.9	117.9
1971	118.5	119.0	119.8	120.6	121.2	121.8	123.0	123.9	124.5	124.7	124.9	125.1
1972	125.3	125.6	125.9	126.4	126.5	126.7	127.5	127.6	127.8	128.0	128.3	128.3
1973	128.5	129.3	130.0	131.5	135.0	136.5	136.8	136.9	137.3	138.7	140.6	141.8
1974	143.4	144.4	145.0	145.8	146.1	146.6	147.4	148.3	149.1	149.9	150.5	150.8
1975	151.3	151.9	152.8	153.2	153.9							

[1] In fifths, f.o.b. winery.

Source: Bureau of Labor Statistics.

Table 6—Canned noncitrus fruit: Canners' stocks, packs, supplies, and shipments, current season, with comparisons

Item and season[1]	Carryin	Pack	Total supply	Shipments to April 1	April 1 stocks	Total season shipments	June 1 stocks
	1,000 equivalent cases 24 No. 2½'s						
Total—11 items:							
1970/71	19,757	58,915	78,672	50,606	28,066	60,926	17,804
1971/72	17,746	57,230	74,976	51,203	23,773	60,235	14,782
1972/73	14,741	51,896	66,637	51,179	15,458	59,134	7,523
1973/74	7,503	55,900	63,403	52,380	11,023	57,695	5,712
1974/75	5,708	65,133	70,841	48,857	21,984		
Apricots:[2]							
1970/71	2,067	3,766	5,833	3,569	2,264	4,137	1,696
1971/72	1,696	3,262	4,958	4,023	935	4,397	561
1972/73	561	3,041	3,602	2,963	639	3,304	298
1973/74	298	4,094	4,392	3,615	777	3,925	467
1974/75	467	1,987	2,454	2,024	430	2,218	236
Cherries, RSP:							
1970/71	152	978	1,130	879	251	1,028	160
1971/72	102	1,041	1,143	770	373	900	284
1972/73	243	1,299	1,542	1,425	117	1,533	29
1973/74	9	579	588	549	39	583	9
1974/75	5	1,188	1,193	957	236		
Cherries, sweet:							
1970/71	330	663	993	515	478	605	388
1971/72	388	536	924	529	395	609	315
1972/73	315	393	708	460	248	518	190
1973/74	190	503	693	510	183	566	127
1974/75	127	623	750	369	381		
Fruit cocktail:[2]							
1970/71	3,426	13,081	16,507	10,773	5,734	13,054	3,453
1971/72	3,453	13,334	16,787	10,510	6,277	12,451	4,336
1972/73	4,336	11,855	16,191	11,251	4,940	13,856	2,335
1973/74	2,335	13,384	15,719	13,000	2,719	14,479	1,240
1974/75	1,240	14,907	16,147	10,933	5,214	13,082	3,065
Fruit for salad:[2]							
1970/71	299	658	957	617	340	737	220
1971/72	220	784	1,004	648	356	779	225
1972/73	225	724	949	596	353	737	212
1973/74	212	799	1,011	695	316	806	205
1974/75	205	876	1,081	552	529	627	454

See footnotes at end of table.

—Continued.

Table 6—Canned noncitrus fruit: Canners' stocks, packs, supplies, and shipments, current season, with comparisons—Continued

Item and season[1]	Carryin	Pack	Total supply	Shipments to April 1	April 1 stocks	Total season shipments	June 1 stocks
	1,000 equivalent cases 24 No. 2½'s						
Mixed fruits:[2]							
1970/71	262	548	810	558	252	652	158
1971/72	158	695	853	664	189	739	114
1972/73	114	752	866	735	131	767	99
1973/74	99	736	835	715	120	776	59
1974/75	59	959	1,018	790	228	908	110
Peaches, spiced clings:[2]							
1970/71	142	230	372	316	56	338	34
1971/72	34	308	342	273	69	292	50
1972/73	50	359	409	295	114	324	85
1973/74	85	189	274	245	29	252	22
1974/75	22	304	326	230	96	241	85
Peaches, clingstone:[2]							
1970/71	7,375	24,878	32,253	21,078	11,175	25,490	6,763
1971/72	6,763	21,839	28,602	20,817	7,785	24,712	3,890
1972/73	3,890	21,233	25,123	21,246	3,877	23,532	1,591
1973/74	1,591	21,615	23,206	20,238	2,968	21,819	1,387
1974/75	1,387	28,983	30,370	22,771	7,599	26,009	4,361
Peaches, U.S. freestone:							
1970/71	1,797	4,663	6,460	4,526	1,934	5,266	1,194
1971/72	1,194	3,923	5,117	3,557	1,560	4,174	943
1972/73	943	2,783	3,726	3,235	491	3,530	196
1973/74	196	2,899	3,095	2,634	461	2,890	205
1974/75	205	3,448	3,653	2,160	1,493		
Pears:							
1970/71	2,990	8,610	11,600	6,634	4,966	8,312	3,288
1971/72	3,288	10,309	13,597	8,301	5,296	9,909	3,688
1972/73	3,688	9,063	12,751	8,325	4,426	10,320	2,431
1973/74	2,431	9,841	12,272	9,193	3,079	10,499	1,773
1974/75	1,773	10,692	12,465	7,247	5,218		
Purple plums, U.S.:							
1970/71	917	840	1,757	1,141	616	1,307	450
1971/72	450	1,199	1,649	1,111	538	1,273	376
1972/73	376	394	770	648	122	713	57
1973/74	57	1,261	1,318	986	332	1,100	218
1974/75	218	1,166	1,384	824	560		

[1] Season beginning July 1 for RSP cherries, and June 1 for all other items. [2] California.

Source: Prepared from reports of National Canners Association, Canners League of California.

Table 7—Canned apples and pineapple fruit and juices: Canners' carryin, pack, supplies, shipments, and stocks, current season with comparisons

Item and season[1]	Carryin	Pack		Supply		Shipments		Stocks[2]
		To date[2]	Total season	To date[2]	Total season	To date[2]	Total season	
	1,000 equivalent cases, 24 No. 2½'s							
Canned fruit:								
Apples:								
1970/71	1,417	2,090	2,090	3,507	3,507	2,004	2,476	1,503
1971/72	1,031	2,358	2,358	3,389	3,389	2,097	2,672	1,292
1972/73	717	2,145	2,162	2,862	2,879	2,199	2,589	663
1973/74	290	3,211	3,246	3,501	3,536	2,304	2,807	1,197
1974/75	729	2,175		2,904		1,300		1,604
Applesauce:								
1970/71	4,170	14,131	14,131	18,301	18,301	11,998	15,211	6,303
1971/72	3,090	15,123	15,148	18,213	18,238	12,310	14,911	5,903
1972/73	3,327	11,472	11,942	14,799	15,269	11,204	13,954	3,595
1973/74	1,315	14,624	15,166	15,939	16,481	11,201	14,076	4,738
1974/75	2,405	16,517		18,922		11,590		7,332
Pineapple:								
1970/71	6,811	16,074	17,813	22,885	24,624	15,482	16,837	7,403
1971/72	7,787	16,181	17,705	23,968	25,492	15,437	16,829	8,531
1972/73	8,663	15,439	16,540	24,102	25,203	16,682	18,191	7,420
1973/74	7,012	13,841	14,981	20,853	21,993	15,556	16,804	5,297
1974/75	5,189	12,935		18,124		13,439		4,685
	1,000 equivalent cases, 24 No. 2's							
Canned juice:								
Apple juice:								
1972/73	1,995	13,291	13,832	15,286	15,827	11,060	13,961	4,226
1973/74	1,866	14,027	14,793	15,893	16,659	10,542	13,385	5,351
1974/75	3,274	14,392		17,660		12,383		5,283
Single strength pineapple juice:								
1970/71	4,617	12,434	13,704	17,051	18,321	12,116	13,021	4,935
1971/72	5,300	12,455	13,641	17,755	18,941	11,883	12,836	5,872
1972/73	6,105	11,661	12,328	17,766	18,433	13,455	14,334	4,311
1973/74	4,099	10,582	11,350	14,681	15,449	10,614	11,601	4,067
1974/75	3,848	8,246		12,094		9,045		3,049
	1,000 equivalent cases, 6 No. 10's							
Concentrated pineapple juice:								
1970/71	473	1,454	1,661	1,927	2,134	1,235	1,355	692
1971/72	779	1,362	1,420	2,141	2,199	1,097	1,188	1,044
1972/73	1,011	1,028	1,080	2,039	2,091	1,106	1,176	933
1973/74	915	1,467	1,540	2,382	2,455	1,404	1,653	978
1974/75	802	1,160		1,962		1,131		831

[1] Season beginning September 1 for canned apple items and June 1, pineapple items. [2] June 1 for processed apples and May 1 for processed pineapple products. N.A.—Data not available.

Prepared from reports of National Canners Association and Pineapple Growers Association of Hawaii.

Table 8—Canned fruit: Commercial pack of principal items by size of container, United States, 1970-74

(Basis equivalent cases of 24 No. 2½ cans)

Item and season[1]	Retail sizes[2]		Institutional size No. 10		Total pack
	Quantity	Percent of pack	Quantity	Percent of pack	
	1,000 cases	*Percent*	*1,000 cases*	*Percent*	*1,000 cases*
Apples:					
1970/71	581	27.8	1,509	72.2	2,090
1971/72	713	30.2	1,645	69.8	2,358
1972/73	635	29.4	1,527	70.6	2,162
1973/74	627	19.3	2,619	80.7	3,246
1974/75[3]	577	26.9	1,567	73.1	2,144
Applesauce:					
1970/71	11,160	79.0	2,971	21.0	14,131
1971/72	11,830	78.1	3,318	21.9	15,148
1972/73	9,565	80.1	2,277	19.9	11,942
1973/74	10,978	72.4	4,188	27.6	15,166
1974/75[3]	12,218	77.0	3,656	23.0	15,874
Apricots:[4]					
1970/71	2,560	68.0	1,206	32.0	3,766
1971/72	1,938	59.4	1,324	40.6	3,262
1972/73	2,006	66.0	1,035	34.0	3,041
1973/74	2,732	66.7	1,362	33.3	4,094
1974/75	1,267	63.8	720	36.2	1,987
Cherries, R.S.P.:					
1970/71	500	51.1	478	48.9	978
1971/72	519	49.9	522	50.1	1,041
1972/73	444	34.2	855	65.8	1,299
1973/74	206	35.6	373	64.4	579
1974/75	463	39.0	725	61.0	1,188
Cherries, sweet:					
1970/71	479	72.2	184	27.8	663
1971/72	386	72.0	150	28.0	536
1972/73	299	76.1	94	23.9	393
1973/74	369	73.4	134	26.6	503
1974/75	452	72.6	171	27.4	623
Cranberry sauce:					
1970/71	3,454	89.0	427	11.0	3,881
1971/72	3,023	87.5	430	12.5	3,453
1972/73	3,127	89.3	374	10.7	3,501
1973/74	3,899	82.7	814	17.3	4,713
1974/75	3,610	83.4	718	16.6	4,328
Pineapple:					
1970/71	13,681	76.8	4,132	23.2	17,813
1971/72	13,602	76.8	4,103	23.2	17,705
1972/73	12,139	73.4	4,401	26.6	16,540
1973/74	11,838	79.0	3,143	21.0	14,981
1974/75[3]	10,065	77.8	2,870	22.2	12,935

Item and season[1]	Retail size[2]		Institutional size No. 10		Total pack
	Quantity	Percent of pack	Quantity	Percent of pack	
	1,000 cases	*Percent*	*1,000 cases*	*Percent*	*1,000 cases*
Fruit cocktail:[4]					
1970/71	10,997	84.1	2,084	15.9	13,081
1971/72	11,093	83.2	2,241	16.8	13,334
1972/73	9,158	77.2	2,697	22.8	11,855
1973/74	10,738	80.2	2,646	19.8	13,384
1974/75	11,946	80.1	2,961	19.9	14,907
Fruit for salad:[4]					
1970/71	477	72.5	181	27.5	658
1971/72	542	69.1	242	30.9	784
1972/73	486	67.1	238	32.9	724
1973/74	491	61.5	308	38.5	799
1974/75	543	62.0	333	38.0	876
Mixed fruit:[4]					
1970/71	315	57.5	233	42.5	548
1971/72	377	54.2	318	45.8	695
1972/73	364	48.4	388	51.6	752
1973/74	328	44.6	408	55.4	736
1974/75	445	46.4	514	53.6	959
Peaches, clingstone:[4]					
1970/71	19,940	80.2	4,938	19.8	24,878
1971/72	17,973	82.3	3,866	17.7	21,839
1972/73	16,154	76.1	5,079	23.9	21,233
1973/74	16,363	75.7	5,252	24.3	21,615
1974/75	21,417	73.9	7,566	26.1	28,983
Peaches, U.S. freestone:					
1970/71	4,476	96.0	187	4.0	4,663
1971/72	3,704	94.4	219	5.6	3,923
1972/73	2,637	94.8	146	5.2	2,783
1973/74	2,711	93.5	188	6.5	2,899
1974/75	3,162	91.7	286	8.3	3,448
Pears:					
1970/71	6,760	78.5	1,850	21.5	8,610
1971/72	7,591	73.6	2,718	26.4	10,309
1972/73	7,020	77.5	2,043	22.5	9,063
1973/74	7,336	74.5	2,505	25.5	9,841
1974/75	7,939	74.3	2,753	25.7	10,692
Purple plums, U.S.:					
1970/71	592	70.5	248	29.5	840
1971/72	699	58.3	500	41.7	1,199
1972/73	218	55.3	176	44.7	394
1973/74	807	64.0	454	36.0	1,261
1974/75	825	70.8	341	29.2	1,166

[1] Season beginning September 1 for apples, applesauce and cranberry sauce, July 1 for RSP cherries, and June 1 for all other items. [2] May include some institutional sizes reported as miscellaneous. [3] Apple and applesauce packs to April 1, 1975, and pineapple, May 1, 1975. [4] California.

National Canners Association, Canners League of California, and Pineapple Growers Association of Hawaii.

Table 9—Frozen fruit: Packers' carryin, pack, imports, supplies, apparent disappearance, and stocks of selected items, United States, 1970-74

Item and season[1]	Carryin	Pack	Imports	Total supply	Disappearance to May 31[2]	Stocks, May 31[2]	Total season disappearance
	Million pounds	*Million pounds*	*Million pounds*	*Million pounds*	*Million pounds*	*Million pounds*	*Million pounds*
Total—11 items:							
1970/71	290.0	581.2	104.2	975.4	689.1	286.3	748.3
1971/72	227.1	627.3	92.1	946.5	683.8	262.7	738.3
1972/73	208.2	575.8	111.3	895.3	687.3	208.0	727.8
1973/74	167.5	608.5	127.7	903.7	622.4	281.3	665.0
1974/75	238.7	563.0	105.2	906.9	625.3	281.6	
Apples:							
1970/71	58.1	100.4	---	158.5	79.0	79.5	118.9
1971/72	39.6	97.0	---	136.6	74.2	62.4	113.5
1972/73	23.1	130.4	---	153.5	100.7	52.8	132.6
1973/74	20.9	135.1	---	156.0	68.8	87.2	101.3
1974/75	54.7	99.2	---	153.9	85.4	68.5	N.A.
Apricots:							
1970/71	8.1	12.1	---	20.2	13.2	7.0	13.2
1971/72	7.0	11.0	---	18.0	14.3	3.7	14.3
1972/73	3.7	15.5	---	19.2	14.0	5.2	14.0
1973/74	5.2	16.5	---	21.7	16.2	5.5	16.2
1974/75	5.5	11.8	---	17.3	12.7	4.6	12.7
Cherries:							
1970/71	38.4	125.4	---	163.8	134.7	29.1	143.2
1971/72	20.6	162.0	---	182.6	133.8	48.8	142.9
1972/73	39.7	148.8	---	188.5	151.2	37.3	161.4
1973/74	27.1	114.6	---	141.7	121.7	20.0	125.6
1974/75	16.1	146.9	---	163.0	120.5	42.5	N.A.
Grapes:							
1970/71	1.5	5.2	---	6.7	3.0	3.7	3.6
1971/72	3.1	5.8	---	8.9	5.9	3.0	6.3
1972/73	2.6	5.3	---	7.9	4.7	3.2	6.1
1973/74	1.8	4.1	---	5.9	3.5	2.4	3.6
1974/75	2.3	2.9	---	5.2	1.6	3.6	N.A.
Peaches:							
1970/71	28.3	47.5	---	75.8	52.0	23.8	56.6
1971/72	19.2	59.9	---	79.1	53.4	25.7	57.0
1972/73	22.1	46.3	---	68.4	57.7	10.7	60.2
1973/74	8.2	81.4	---	89.6	60.8	28.8	64.0
1974/75	25.6	59.1	---	84.7	57.8	26.9	N.A.
Strawberries:							
1970/71	116.7	201.6	91.4	409.7	299.4	110.3	299.4
1971/72	110.3	199.4	84.4	394.1	298.5	95.6	298.5
1972/73	95.6	146.8	100.9	343.3	264.6	78.7	264.6
1973/74	78.7	168.6	118.0	365.3	265.5	99.8	265.5
1974/75	99.8	170.4	100.2	370.4	271.6	98.8	271.6
1975/76	98.8						

See footnotes at end of table.

—Continued.

Table 9—Frozen fruit: Packers' carryin, pack, imports, supplies, apparent disappearance, and stocks of selected items, United States, 1970-74—Continued

Item and season[1]	Carryin	Pack	Imports	Total supply	Disappearance to May 31[2]	Stocks, May 31[2]	Total season disappearance
	Million pounds	*Million pounds*	*Million pounds*	*Million pounds*	*Million pounds*	*Million pounds*	*Million pounds*
Blackberries:							
1970/71	8.7	29.2	---	37.9	27.0	10.9	27.9
1971/72	10.0	27.5	---	37.5	31.5	6.0	31.9
1972/73	5.6	21.2	---	26.8	22.1	4.7	20.9
1973/74	5.9	8.2	---	14.1	9.0	5.1	8.6
1974/75	5.5	21.1	---	26.6	17.3	9.3	N.A.
Blueberries:							
1970/71	16.6	21.8	12.8	51.2	41.5	9.7	44.4
1971/72	6.8	30.4	7.7	44.9	35.3	9.6	36.9
1972/73	8.0	30.9	10.4	49.3	40.7	8.6	39.8
1973/74	9.5	44.4	9.7	63.6	40.2	23.4	43.0
1974/75	20.6	24.4	[3]5.0	50.0	33.8	16.2	N.A.
Boysenberries:							
1970/71	3.5	8.5	---	12.0	9.4	2.6	9.4
1971/72	2.6	6.2	---	8.8	7.0	1.8	7.0
1972/73	1.8	6.2	---	8.0	6.8	1.2	6.8
1973/74	1.2	6.3	---	7.5	5.8	1.7	5.8
1974/75	1.7	5.1	---	6.8	4.5	2.3	4.5
Black Raspberries:							
1970/71	1.4	4.1	---	5.5	3.4	2.1	3.9
1971/72	1.6	3.6	---	5.2	4.0	1.2	4.2
1972/73	1.0	3.9	---	4.9	4.4	.5	4.1
1973/74	.8	2.7	---	3.5	2.6	.9	2.6
1974/75	.9	1.8	---	2.7	1.6	1.1	N.A.
Red Raspberries:							
1970/71	8.7	25.4	---	34.1	26.5	7.6	27.8
1971/72	6.3	24.5	---	30.8	25.9	4.9	25.8
1972/73	5.0	20.5	---	25.5	20.4	5.1	17.3
1973/74	8.2	26.6	---	34.8	28.3	6.5	28.8
1974/75	6.0	20.3	---	26.3	18.5	7.8	N.A.

[1] Season beginning May 1 for strawberries, June 1 for apricots and boysenberries, August 1 for grapes, October 1 for apples and July 1 for all other items. [2] Disappearance to April 30 and stocks as of April 30 for strawberries. [3] Estimated.

N.A.—Data not available temporarily.

Pack data from American Frozen Food Institute; stocks, Statistical Reporting Service; imports, Bureau of the Census, U.S. Department of Commerce.

Table 10—U.S. wholesale prices of selected dried and frozen fruit items, by months, 1971-75

Year	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
	Dollars per unit	*Dollars per unit*	*Dollars per unit*	*Dollars per unit*	*Dollars per unit*	*Dollars per unit*	*Dollars per unit*	*Dollars per unit*	*Dollars per unit*	*Dollars per unit*	*Dollars per unit*	*Dollars per unit*
DRIED FRUIT:												
Prunes												
(1 lb. pkg.):												
1971	7.546	7.546	7.464	7.383	7.383	7.383	7.383	7.301	7.383	7.464	7.464	7.546
1972	7.546	7.464	7.513	7.791	7.954	8.036	8.363	8.069	8.150	9.130	9.277	9.604
1973	9.604	9.604	9.604	9.604	9.604	9.604	9.604	9.604	9.604	9.604	9.604	9.604
1974	9.604	9.604	9.604	9.653	9.653	9.653	9.653	9.653	9.653	9.571	9.571	9.571
1975	9.571	9.571	9.571	9.490	9.049							
Raisins												
(15 oz. pkg.):												
1971	5.914	5.914	5.944	5.944	5.944	5.944	5.963	5.963	5.988	5.988	5.988	6.037
1972	6.086	6.145	6.145	6.885	7.424	7.424	7.424	7.080	7.081	8.220	9.371	9.494
1973	9.609	9.609	9.956	10.119	10.119	10.315	10.315	10.315	10.437	11.564	11.618	12.108
1974	12.120	12.157	12.218	12.446	12.446	12.446	12.397	12.287	12.287	11.772	11.772	11.772
1975	11.650	11.650	11.650	11.527	11.282							
FROZEN FRUIT:												
Strawberries												
(10 oz. pkg.):												
1971	2.885	2.885	2.885	2.885	2.885	2.885	2.960	3.003	3.003	3.003	3.003	3.003
1972	3.052	3.052	3.052	3.052	3.052	3.052	3.245	3.245	3.326	3.357	3.388	3.388
1973	3.388	3.388	3.413	3.413	3.413	3.510	3.510	3.651	3.651	3.783	3.783	3.847
1974	3.847	3.888	3.888	3.888	3.888	3.888	4.087	4.091	4.219	4.219	4.219	4.219
1975	4.219	4.219	4.219	4.218	4.218							
FROZEN JUICE:												
Orange, conc.												
(6 oz. cans):												
1971	1.651	1.693	1.777	1.770	1.951	1.992	2.049	2.106	2.106	2.106	2.106	2.106
1972	2.106	2.106	2.106	2.106	2.159	2.159	2.159	2.159	2.159	2.159	2.159	2.159
1973	2.159	2.159	2.159	2.159	2.106	2.159	2.106	2.106	2.106	2.159	2.159	2.159
1974	2.167	2.152	2.152	2.152	2.152	2.152	2.151	2.151	2.170	2.195	2.134	2.154
1975	2.244	2.254	2.254	2.254	2.254							

Source: Bureau of Labor Statistics, U.S. Department of Labor.

Table 11—Fresh fruit: Retail price, marketing margin, and grower and packer return per pound, sold in New York City, indicated months, 1974 and 1975

Commodity and season	Retail price (cents)	Marketing margin		Grower and packer return[1] (f.o.b. shipping point price)[2]	
		Cents	Percentage of retail price	Cents	Percentage of retail price
Apples, Eastern Delicious:					
April, 1975	30.8	11.0	36	19.8	68
March, 1975	30.4	11.8	39	18.6	61
April, 1974	31.3	13.6	43	17.7	57
Apples, Eastern McIntosh:					
April, 1975	33.6	20.2	60	13.4	40
March, 1975	33.6	21.4	64	12.2	36
April, 1974	36.8	17.6	48	19.2	52
Apples, Western Delicious:					
April, 1975	43.9	24.1	55	19.8	45
March, 1975	41.2	21.4	52	19.8	48
April, 1974	39.9	23.5	59	16.4	41
Lemons, Western:					
April, 1975	39.3	24.0	61	15.3	39
March, 1975	39.7	26.0	65	13.7	35
April, 1974	39.7	23.9	60	15.8	40
Oranges, California Navel:					
April, 1975	31.1	21.1	68	10.0	32
March, 1975	30.2	19.8	66	10.4	34
April, 1974	26.2	17.2	66	9.0	34
Oranges, Florida:					
April, 1975	17.3	11.5	66	5.8	34
March, 1975	16.8	11.0	65	5.8	35
April, 1974	17.8	12.1	68	5.7	32

[1] For quality of product equivalent to retail unit sold to consumers: Because of waste and spoilage during marketing, equivalent quantity exceeds retail unit. [2] Production areas: Apples, Eastern Delicious-*New York State*; Apples, Eastern McIntosh-*New York State*; Apples, Western Delicious-*Washington State*; Lemons-*California*

Table 12—Fresh fruit: Representative truck rates for selected fruits, January-June, 1974-75[1]

Commodity, area, and city	1974						1975					
	Jan.	Feb.	Mar.	Apr.	May	June	Jan.	Feb.	Mar.	Apr.	May	June
	Dollars per package											
Apples (Tray packed carton)												
Yakima, Washington area to:												
Atlanta	1.50	1.62	1.65	1.65	1.65	1.65	1.70	1.70	1.70	1.70	1.70	1.70
Chicago	1.32	1.35	1.40	1.40	1.40	1.40	1.40	1.40	1.40	1.40	1.40	1.40
Dallas	1.30	1.30	1.38	1.35	1.35	1.35	1.40	1.45	1.40	1.40	1.40	1.40
Los Angeles	.72	.75	.75	.75	.75	.75	.80	.70	.75	.80	.80	.80
New York City	1.88	1.90	1.95	2.00	2.00	2.00	2.00	2.05	2.05	2.05	2.05	2.05
Western and Central New York area to:												
New York City	.40	.40	.50	.50	.50	---	.50	.50	.50	.50	.50	---
Pittsburgh	.35	.35	.45	.45	.45	---	.45	.45	.45	.45	.45	---
Hudson Valley New York area to:												
New York City	N/A	N/A	N/A	N/A	N/A	---	.40	.38	.32	.32	.32	---
Pittsburgh	N/A	N/A	N/A	N/A	N/A	---	.60	.55	.50	.50	.50	---
Martinsburg, West Virginia area to:												
New York City	.45	.45	.45	.48	.48	---	.55	.55	.52	.55	.55	---
Pittsburgh	.35	.38	.38	.38	.38	---	.38	.38	.42	.42	.42	---
Grapefruit (4/5 bu. ctn.)												
Lakeland, Florida area to:												
Atlanta	.32	.32	.32	.32	---	---	.32	.32	.32	.32	---	---
Boston	1.15	1.15	1.15	1.15	---	---	1.00	1.00	1.00	1.00	---	---
Chicago	.95	.95	.95	.95	---	---	.82	.82	.82	.82	---	---
New York City	1.00	1.00	1.00	1.00	---	---	.85	.85	.85	.85	---	---
Pittsburgh	1.00	1.00	1.00	1.00	---	---	.85	.85	.85	.85	---	---
Grapes (23 lb. lug)												
Fresno area to:												
Atlanta	N/A	N/A	N/A	N/A	---	---	1.00	1.00	1.00	1.00	---	---
Chicago	N/A	N/A	N/A	N/A	---	---	.86	.86	.86	.86	---	---
Dallas	N/A	N/A	N/A	N/A	---	---	.73	.73	.73	.73	---	---
New York City	N/A	N/A	N/A	N/A	---	---	1.20	1.23	1.23	1.23	---	---
Lemons (7/10 bu. ctn.)												
Southern California area to:												
Atlanta	1.40	1.40	1.50	1.50	1.85	1.85	2.18	2.18	1.85	1.85	1.90	1.90
Chicago	1.10	1.10	1.20	1.30	1.30	1.45	1.45	1.45	1.30	1.30	1.35	1.35
New York City	1.70	1.70	1.80	1.80	2.00	2.25	2.25	2.25	2.00	2.00	2.00	2.00
Oranges (7/10 bu. ctn.)												
Southern California area to:												
Chicago	1.10	1.10	1.20	1.20	1.30	1.30	1.45	1.45	1.30	1.30	1.40	1.40
Dallas	.95	.95	1.00	1.00	1.10	1.10	1.30	1.30	1.20	1.20	1.22	1.22
New York City	1.70	1.70	1.80	1.80	2.00	2.00	2.25	2.25	2.00	2.00	2.00	2.00
Oranges (4/5 bu. ctn.)												
Lakeland, Florida area to:												
Atlanta	.35	.38	.35	.35	.35	---	.32	.32	.32	.38	.38	---
Chicago	1.05	1.05	1.02	1.00	1.02	---	.82	.82	.82	.82	.82	---
Dallas	.90	.90	.90	.92	1.00	---	N/A	N/A	N/A	N/A	N/A	---
New York City	1.00	1.10	1.05	1.08	1.08	---	.88	.88	.88	.88	.88	---
Pittsburgh	1.05	1.08	1.08	1.08	1.08	---	.88	.88	.88	.88	.88	---
Strawberries (12 pt. tray)												
Southern California area to:												
Los Angeles	---	---	.13	.13	.13	.13	---	---	.22	.22	.22	.22
New York City	---	---	1.17	1.17	1.17	1.17	---	---	1.25	1.25	1.25	1.25
New York City (air rate)	---	---	1.66	1.66	1.66	1.66	---	---	1.88	1.88	1.88	1.88

[1] Reported from a sample of shippers and/or truck brokers in specified areas for shipments during first week of month.

N/A = Not available.

Table 13–Citrus fruit: Production, 1972/73, 1973/74, and indicated 1974/75[1]

Crop and State	1972/73	1973/74	1974/75
	1,000 boxes[2]	*1,000 boxes*[2]	*1,000 boxes*[2]
Oranges:			
Early, Midseason and Navel varieties[3]			
California	18,700	21,900	28,000
Florida	90,000	92,100	96,600
Texas	5,300	4,200	2,900
Arizona	1,060	450	900
Total	115,060	118,650	128,400
Valencias:			
California	23,400	18,800	26,000
Florida	79,700	73,700	81,000
Texas	2,500	2,400	1,600
Arizona	4,000	2,960	4,100
Total	109,600	97,860	112,700
All oranges:			
California	42,100	40,700	54,000
Florida	169,700	165,800	177,600
Texas	7,800	6,600	4,500
Arizona	5,060	3,410	5,000
Total oranges	224,660	216,510	241,100
Grapefruit:			
Florida, all	45,400	48,100	45,000
Seedless	35,200	38,100	37,800
Pink	11,700	12,200	11,800
White	23,500	25,900	26,000
Other	10,200	10,000	7,200
Texas	11,800	10,700	7,300
Arizona	2,640	2,050	2,900
California	5,800	4,250	5,900
Desert Valleys	3,000	2,350	3,200
Other areas	2,800	1,900	2,700
Total grapefruit	65,640	65,100	61,100
Lemons:			
California	17,600	14,600	21,000
Arizona	4,600	2,900	7,200
Total lemons	22,200	17,500	28,200
Limes:			
Florida	1,100	1,050	1,100
Tangelos[4]:			
Florida	3,100	3,700	4,700
Tangerines:			
Florida	3,000	2,800	3,100
Arizona	530	680	700
California	1,600	1,310	1,500
Total tangerines	5,130	4,790	5,300
Temples:			
Florida	5,100	5,300	5,300

[1] The crop year begins with bloom of the first year and ends with completion of harvest the following year. [2] Net content of box varies. Approximate averages are as follows: Oranges-California and Arizona, 75 lbs.; Florida, 90 lbs.; Texas, 85 lbs.; Grapefruit-California, Desert Valleys and Arizona, 64 lbs.; other California areas, 67 lbs.; Florida, 85 lbs. and Texas, 80 lbs.; Lemons, 76 lbs.; Limes-80 lbs.; Tangelos-90 lbs.; Tangerines-California and Arizona, 75 lbs.; Florida, 95 lbs.; and Temples-90 lbs. [3] Navel and Miscellaneous varieties in California and Arizona. Early and Midseason varieties in Florida and Texas, including small quantities of tangerines in Texas. [4] Excludes K-early citrus fruit.

Table 14—Chilled citrus juices and fruit: Florida canners' stocks, packs, supplies and movement, current season with comparisons

Item and season	Carryin	Pack		Supply		Movement		Stocks[1]
		To date[1]	Total season	To date[1]	Total season	To date[1]	Total season	
	1,000 gallons	*1,000 gallons*	*1,000 gallons*	*1,000 gallons*	*1,000 gallons*	*1,000 gallons*	*1,000 gallons*	*1,000 gallons*
Chilled juice:[2]								
Orange:								
1970/71	14,480	100,144	112,388	114,624	126,868	80,406	112,090	34,218
1971/72	14,778	96,631	116,970	111,409	131,748	77,332	111,756	34,077
1972/73	19,992	96,491	125,683	116,483	145,675	85,768	127,255	30,815
1973/74	18,420	106,987	135,313	125,407	153,733	93,408	137,347	31,999
1974/75	16,386	117,460		133,846		103,918		29,928
Grapefruit:								
1970/71	369	10,891	12,949	11,260	13,318	8,371	12,394	2,889
1971/72	924	15,131	17,358	16,055	18,282	9,983	15,261	6,072
1972/73	3,021	14,016	16,071	17,037	19,092	11,099	16,871	5,938
1973/74	2,221	14,839	17,376	17,060	19,597	11,830	17,916	5,230
1974/75	1,681	16,853		18,534		13,294		5,240
Chilled fruit:								
Grapefruit sections:								
1970/71	532	2,038	2,038	2,570	2,570	1,399	1,976	1,171
1971/72	594	1,773	1,784	2,367	2,378	1,479	2,057	888
1972/73	321	2,041	2,051	2,362	2,372	1,400	1,989	962
1973/74	383	1,859	1,894	2,242	2,277	1,302	1,836	940
1974/75	441	1,618		2,059		1,180		879
Orange sections:								
1970/71	677	941	962	1,618	1,639	727	968	891
1971/72	671	798	819	1,469	1,490	836	1,063	633
1972/73	427	740	804	1,167	1,231	696	945	471
1973/74	286	732	765	1,018	1,051	595	804	423
1974/75	247	713		960		647		313
Citrus salad:								
1970/71	1,084	4,498	4,535	5,582	5,619	3,296	4,644	2,286
1971/72	975	3,678	3,822	4,653	4,797	3,203	4,485	1,450
1972/73	312	4,621	4,818	4,933	5,130	3,030	4,349	1,903
1973/74	781	4,094	4,268	4,875	5,049	2,989	4,163	1,886
1974/75	886	3,351		4,237		2,736		1,501

[1] For 1974/75 season, week ending June 7; 1973/74 season, June 8; 1972/73, June 9; 1971/72, June 10; 1970/71, June 12. These respective dates include data through the 36th week of each season. [2] Pack data is from fruit and frozen concentrated juices, but excludes reprocessed single strength.

Compiled from Florida Canners Association reports.

Table 15—Canned citrus juices and fruit: Florida canners' packs, supplies, and movement, current season with comparisons

Item and season	Carryin	Pack		Supply		Movement		Stocks[1]
		To date[1]	Total season	To date[1]	Total season	To date[1]	Total season	
	1,000 cases, 24 No. 2's	*1,000 cases, 24 No. 2's*	*1,000 cases, 24 No. 2's*	*1,000 cases, 24 No. 2's*	*1,000 cases, 24 No. 2's*	*1,000 cases, 24 No. 2's*	*1,000 cases, 24 No. 2's*	*1,000 cases, 24 No. 2's*
Juices:								
Orange:								
1970/71	1,113	11,723	11,749	12,836	12,862	9,002	11,532	3,834
1971/72	1,330	10,885	10,942	12,215	12,272	7,598	10,477	4,617
1972/73	1,795	11,975	13,670	13,770	15,465	8,128	12,578	5,642
1973/74	2,887	10,574	10,885	13,461	13,772	7,794	11,133	5,667
1974/75	2,639	10,357		12,996		7,977		5,019
Grapefruit:								
1970/71	819	19,341	19,366	20,160	20,185	13,706	18,580	6,454
1971/72	1,605	20,941	21,173	22,546	22,778	12,542	18,468	10,004
1972/73	4,310	18,715	19,059	23,025	23,369	12,457	19,166	10,568
1973/74	4,203	19,787	20,576	23,990	24,779	12,989	18,780	11,001
1974/75	5,999	15,852		21,851		12,376		9,475
Grapefruit resonstituted:								
1970/71	15	886	1,160	901	1,175	539	942	362
1971/72	233	322	520	555	753	448	600	107
1972/73	153	137	279	290	432	237	405	53
1973/74	27	145	160	172	187	95	153	77
1974/75	34	221		255		105		150
Blend:								
1970/71	299	2,209	2,214	2,508	2,513	1,640	2,114	868
1971/72	399	1,827	1,832	2,226	2,231	1,384	1,904	842
1972/73	327	1,871	1,898	2,198	2,225	1,277	1,823	921
1973/74	402	1,762	1,782	2,164	2,184	1,195	1,702	969
1974/75	482	1,476		1,958		1,198		760
Tangerine:								
1970/71	22	35	35	57	57	30	39	27
1971/72	18	16	16	34	34	27	31	7
1972/73	3	24	24	27	27	15	20	12
1973/74	7	18	18	25	25	13	19	12
1974/75	6	12	12	18	18	12		6
Canned Fruits:								
Grapefruit sections:								
1970/71	720	3,506	3,506	4,226	4,226	2,569	3,560	1,657
1971/72	666	2,750	2,752	3,416	3,418	2,031	2,978	1,385
1972/73	440	2,687	2,687	3,127	3,127	1,958	2,804	1,169
1973/74	323	3,027	3,027	3,350	3,350	1,885	2,645	1,465
1974/75	705	2,236	2,236	2,941	2,941	1,350		1,591
Orange sections:								
1970/71	6	20	20	26	26	10	14	16
1971/72	12	8	8	20	20	12	14	8
1972/73	6	18	18	24	24	10	17	14
1973/74	7	17	17	24	24	11	15	13
1974/75	9	18	18	27	27	13		14
Citrus salad:								
1970/71	91	228	228	319	319	176	244	143
1971/72	75	269	269	344	344	147	200	197
1972/73	144	131	131	275	275	138	203	137
1973/74	72	117	117	189	189	113	158	76
1974/75	31	206	206	237	237	102		135

[1] For 1974/75 season, week ending June 7; 1973/74, June 8; 1972/73, June 9; 1971/72, June 10; and 1970/71. June 12. These respective dates include data through the 36th week of each season.

Compiled from Florida Canners Association reports.

Table 16—Canned citrus juice: U.S. packs of selected items, 1973/74 and earlier seasons

Item and State	1969/70	1970/71	1971/72	1972/73	1973/74
	1,000 equivalent cases, 24 No. 2's				
Grapefruit:					
Florida	16,423	19,110	20,874	19,059	20,576
Texas	([1])	4,650	3,837	6,572	6,013
California-Arizona	5,701	2,233	2,066	2,631	2,412
Total	22,124	25,993	26,777	28,262	29,001
Orange:					
Florida	11,223	11,599	10,800	13,670	10,885
Texas	([1])	1,906	1,334	1,898	1,676
California—Arizona	3,073	1,947	1,718	1,484	1,258
Total	14,296	15,452	13,852	17,052	13,819
Blend:					
Florida	2,192	2,186	1,807	1,898	1,782
Texas	([1])	116	112	120	144
California-Arizona	228	198	64	117	56
Total	2,420	2,500	1,983	2,135	1,982

[1] Included with California-Arizona.

Table 17—Fruit, per capita consumption: Fresh-weight equivalent, average 1950-54 and 1955-59, annual 1960-74[1]

Year	Citrus						Apples						Other fruit						All fruit[4]
	Fresh[2]	Canned[2]	Canned juice[2]	Chilled[3]	Frozen	Total	Fresh[4]	Canned	Canned juice	Frozen	Dried	Total	Fresh	Canned	Canned juice	Frozen	Dried	Total	
	Pounds	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*
1950-54 av.	43.7	1.7	17.9	---	19.8	83.1	22.2	3.6	0.9	0.5	1.0	28.2	45.2	19.6	6.7	2.5	12.7	86.8	198.0
1954-59 av.	36.6	1.9	13.7	3.1	30.5	85.8	20.3	4.4	1.1	.7	.8	27.3	40.1	19.9	8.6	3.1	11.5	83.2	196.2
1960	33.7	2.0	11.6	4.4	34.2	85.9	18.3	4.8	1.4	.7	.8	26.0	41.4	19.3	9.0	3.1	10.8	83.6	195.5
1961	30.8	1.8	10.7	3.7	32.1	79.1	16.4	5.0	1.5	.6	.8	24.3	41.4	19.4	8.0	3.2	10.4	82.4	185.8
1962	29.5	1.9	10.5	4.5	37.2	83.6	17.4	4.8	1.6	.5	.8	25.1	36.5	18.8	8.0	3.5	10.6	77.4	186.1
1963	22.1	1.3	10.7	3.5	25.1	62.7	16.7	5.1	1.9	.7	.9	25.3	35.7	19.0	9.6	3.5	10.2	78.0	166.0
1964	26.2	1.7	8.7	3.5	23.5	63.6	17.9	5.1	2.3	.7	.6	26.6	34.7	18.6	8.3	3.3	10.2	75.1	165.3
1965	29.1	1.8	8.1	4.4	29.6	73.0	16.3	5.4	2.4	.8	.7	25.6	35.7	18.8	7.6	3.3	10.4	75.8	174.4
1966	29.1	2.0	9.5	7.1	28.0	75.7	16.1	4.5	1.8	.7	.9	24.0	36.3	18.7	8.5	3.2	10.6	77.3	177.0
1967	31.6	2.2	11.1	9.3	40.0	94.2	16.2	5.1	2.1	.9	1.0	25.3	33.2	18.0	7.0	3.3	10.4	71.9	191.4
1968	26.2	2.1	10.5	8.9	34.3	82.0	15.7	4.9	2.6	.8	.9	24.9	36.3	17.9	8.0	3.4	9.9	75.5	182.4
1969	28.2	1.7	14.6	8.7	34.5	87.7	14.9	5.0	3.7	.9	1.1	25.6	35.6	20.1	8.0	3.3	9.6	76.6	189.9
1970	28.6	1.8	13.4	9.8	41.4	95.0	18.3	5.2	4.1	.8	1.2	29.6	34.3	18.9	7.7	2.9	9.4	73.2	197.8
1971	29.2	2.0	15.1	9.8	41.2	97.3	16.2	5.0	5.0	.9	.7	27.8	34.4	17.8	7.4	3.2	9.4	72.2	197.3
1972	27.2	1.7	16.7	10.6	43.2	99.4	17.4	4.8	4.0	1.1	.5	27.8	32.4	17.7	6.7	3.1	8.5	68.4	195.6
1973	27.3	1.7	16.1	10.7	48.1	103.9	14.5	4.7	4.0	1.0	.8	25.0	33.8	17.6	7.8	3.0	7.8	70.0	198.9
1974[5]	27.1	1.7	15.8	10.5	53.6	108.7	15.7	4.4	3.9	.6	1.1	25.7	35.2	15.8	6.2	2.5	9.8	69.5	203.9

1Excludes quantities consumed as baby food. Unless otherwise noted, data represent a calendar year (adjustments to a calendar year, when necessary, were made by combining proportional parts of each pack year involved). Civilian consumption only. Beginning 1960, includes Alaska and Hawaii. 2Crop and pack year beginning October or November prior to year indicated. 31954-59 average includes juice beginning 1955 and fruit beginning 1956. 4Includes only apples grown in commercial areas. 5Preliminary.

Note: See September 1970 (TFS-176) *Fruit Situation* for annual data prior to 1960.

Table 18—Fresh fruit: Per capita consumption, fresh weight basis, average 1950-54 and 1955-59, annual 1960-74[1]

Year	Citrus fruit							Noncitrus fruit				
	Oranges	Tangerines	Tangelos	Lemons	Limes	Grapefruit	Total citrus	Apples	Apricots	Avocados	Bananas	Cherries
	Pounds	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*
1950-54 av.	27.1	2.1	---	3.8	0.15	10.5	43.7	22.2	0.4	0.5	20.1	0.7
1955-59 av.	21.3	1.7	[2]0.14	3.1	.14	10.2	36.6	20.3	.3	.6	17.8	.5
1960	19.3	1.2	.2	2.9	.12	10.0	33.7	18.3	.21	.4	20.5	.4
1961	16.1	1.8	.2	2.8	.12	9.8	30.8	16.4	.20	.6	20.0	.5
1962	15.6	1.6	.4	2.8	.11	9.0	29.5	17.4	.20	.5	16.4	.5
1963	11.9	.9	.3	2.5	.13	6.4	22.1	16.7	.16	.6	16.7	.4
1964	14.3	1.4	.3	2.6	.12	7.5	26.2	17.9	.20	.3	16.9	.6
1965	16.4	1.5	.4	2.4	.14	8.3	29.1	16.3	.10	.6	17.9	.4
1966	16.4	1.4	.5	2.3	.12	8.4	29.1	16.1	.17	.8	18.3	.5
1967	18.0	1.6	.6	2.3	.10	9.0	31.6	16.2	.11	.5	18.3	.5
1968	14.1	1.2	.6	2.2	.14	8.0	26.2	15.7	.11	.7	18.5	.5
1969	16.3	1.3	.5	2.1	.15	7.8	28.2	14.9	.11	.5	17.9	.6
1970	16.3	1.2	.6	2.1	.17	8.2	28.6	18.3	.14	.8	17.6	.6
1971	16.1	1.4	.7	2.2	.16	8.6	29.2	16.2	.14	.5	18.2	.7
1972	14.6	1.3	.7	1.8	.19	8.6	27.2	17.4	.08	.9	18.1	.3
1973	14.8	1.2	.6	1.9	.19	8.6	27.3	14.5	.09	.7	18.4	.7
1974[3]	14.8	1.3	.7	1.9	.19	8.2	27.1	15.7	.06	.8	18.7	.6

Year	Noncitrus fruit (continued)											Total fruit
	Cranberries	Figs	Grapes	Nectarines	Peaches	Pears	Pineapple	Papayas	Plums and prunes	Strawberries	Total noncitrus	
	Pounds	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*
1950-54 av.	0.3	0.04	5.4	0.2	9.7	4.0	0.5	---	1.8	1.5	67.4	111.1
1955-59 av.	.3	.03	4.3	.3	8.8	3.5	.6	---	1.6	1.5	60.3	96.9
1960	.24	.02	3.9	.5	9.5	2.6	.6	.06	1.2	1.3	59.7	93.4
1961	.29	.02	3.5	.6	9.7	2.6	.4	.08	1.3	1.6	57.8	88.6
1962	.28	.02	4.0	.5	8.1	2.6	.4	.07	1.3	1.6	53.9	83.4
1963	.22	.02	4.0	.6	7.6	2.0	.4	.06	1.3	1.6	52.4	74.5
1964	.22	.02	3.6	.7	6.0	2.4	.5	.09	1.5	1.7	52.6	78.8
1965	.19	.02	3.9	.7	6.8	1.8	.5	.08	1.4	1.3	52.0	81.1
1966	.17	.02	3.8	.7	6.2	2.4	.5	.08	1.2	1.4	52.4	81.5
1967	.14	.01	3.1	.5	4.9	1.8	.5	.10	1.3	1.5	49.4	81.0
1968	.15	.02	3.4	.6	6.6	2.0	.5	.10	1.3	1.8	52.0	78.2
1969	.17	.01	3.1	.6	6.8	2.3	.6	.08	1.1	1.7	50.5	78.7
1970	.18	.01	2.5	.6	5.7	2.1	.7	.12	1.5	1.8	52.6	81.2
1971	.20	.01	2.1	.6	5.7	2.3	.7	.10	1.3	1.9	50.6	77.1
1972	.15	.03	1.8	.8	4.1	2.4	.8	.11	1.1	1.7	49.8	77.0
1973	.19	.04	2.1	.8	4.4	2.5	1.0	.14	1.2	1.6	48.3	75.6
1974[3]	.19	.05	2.7	1.0	4.2	2.5	.8	.17	1.6	1.8	50.9	78.0

[1] All data on calendar-year basis with exception of citrus fruits, which start October or November prior to year indicated. Civilian consumption only. Beginning 1960, includes Alaska and Hawaii. [2] Three-year average. [3] Preliminary.

Note: See September 1970 (TFS-176) *Fruit Situation* for annual data prior to 1960.

Table 19—Canned and chilled fruit: Per capita consumption, product weight basis, average 1950-54 and 1955-59, annual 1960-74[1]

Year	Canned fruit														Chilled citrus sections[2]
	Apples and apple-sauce	Apricots	Berries	Cherries	Cran-berries	Figs	Salad and cocktail	Peaches (in-cluding spiced)	Pears	Pineapple	Plums and prunes	Olives	Citrus sections	Total	
	Pounds	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*
1950-54 av.	2.5	1.0	0.4	1.5	.8	0.14	2.2	5.3	1.6	3.2	0.4	0.8	0.9	20.7	---
1955-59 av.	3.1	1.0	.3	1.3	.8	.13	2.6	5.7	1.8	3.3	.4	.8	1.0	22.3	[3]0.2
1960	3.4	1.1	.20	1.1	.6	.09	2.7	6.1	2.0	3.2	.3	.8	1.0	22.6	.4
1961	3.6	1.2	.18	1.2	1.0	.08	2.7	6.2	1.8	3.1	.2	1.0	.9	23.2	.4
1962	3.4	.9	.19	1.2	.8	.08	2.8	6.4	2.1	2.8	.4	.8	.9	22.8	.4
1963	3.6	1.1	.14	1.0	.8	.07	2.8	6.6	2.0	3.2	.3	.8	.6	23.0	.3
1964	3.7	1.0	.14	1.3	.7	.07	2.6	6.6	1.6	3.2	.3	1.0	.8	23.0	.4
1965	3.8	1.1	.14	1.1	.8	.09	2.9	6.7	1.9	3.1	.3	.7	.9	23.5	.3
1966	3.3	1.1	.16	1.0	.8	.09	3.0	6.2	1.9	3.1	.4	.8	1.0	22.9	.5
1967	3.7	.9	.18	.8	.8	.07	2.7	6.1	1.8	3.1	.4	.9	1.1	22.6	.5
1968	3.5	.9	.14	.7	.9	.07	2.8	5.7	1.4	3.7	.3	.7	1.1	21.9	.4
1969	3.6	.9	.13	1.0	.8	.04	3.2	6.9	2.0	3.4	.3	1.2	.8	24.2	.4
1970	3.7	1.0	.10	.9	.9	.05	3.2	5.9	2.0	3.3	.3	1.1	.9	23.3	.4
1971	3.6	1.0	.11	.9	.8	.04	2.7	5.4	2.0	3.3	.3	.9	.9	21.9	.3
1972	3.5	.7	.12	.8	.8	.09	2.6	5.7	2.0	3.4	.2	.7	.8	21.4	.3
1973	3.4	.8	.13	.8	1.0	---	3.0	4.9	2.2	3.4	.2	.7	.8	21.3	.3
1974[4]	3.1	.6	.09	.7	1.0	---	2.7	5.0	1.9	2.7	.2	.9	.8	19.7	.3

[1]Civilian consumption only. Beginning 1960, includes Alaska and Hawaii. [2]Produced commercially in Florida. [3]Four-year average. [4]Preliminary.

Note: See September 1970 (TFS-176) *Fruit Situation* for annual data prior to 1960.

Table 20—Canned and chilled fruit juices (excluding frozen): Per capita consumption, product weight basis, average 1950-54 and 1955-59, annual 1960-74[1]

Year	Canned														Chilled[2]		
	Citrus							Apple	Fruit nectars	Grape	Pineapple		Prune	Total	Orange	Grapefruit	Total
	Orange	Grapefruit	Blended orange and grapefruit	Lemon and lime	Tangerine	Citrus concentrate[3]	Total				Single strength	Concentrate[3]					
	Pounds	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*
1950-54 av. .	3.39	2.21	1.00	0.08	0.16	1.69	8.54	0.56	0.70	0.66	2.47	---	0.90	13.83	---	---	---
1955-59 av. .	2.48	1.93	.65	.12	.08	1.42	6.65	.72	1.13	.76	2.42	[4]1.12	1.08	13.43	1.44	[5]0.05	1.47
1960	2.12	1.51	.51	.13	.07	1.45	5.79	.89	1.06	.76	2.15	1.25	1.06	12.96	2.10	.02	2.12
1961	1.70	1.39	.45	.13	.06	1.52	5.25	.95	.52	.71	2.07	1.19	1.05	11.74	1.65	.03	1.68
1962	1.92	1.48	.47	.13	.06	1.05	5.11	1.05	.52	.65	2.09	1.18	1.06	11.66	2.19	.08	2.27
1963	1.69	1.30	.42	.13	.04	1.70	5.28	1.21	.36	.63	2.61	1.74	1.11	12.94	1.14	.03	1.17
1964	1.17	1.09	.30	.11	.04	1.61	4.32	1.49	.28	.65	1.97	1.64	1.11	11.46	1.29	.07	1.36
1965	1.24	1.39	.30	.10	.02	.97	4.02	1.53	.38	.74	1.84	1.19	1.16	10.86	1.90	.05	1.95
1966	1.53	1.73	.34	.10	.02	.99	4.71	1.17	.40	.63	1.92	1.73	1.10	11.66	3.04	.14	3.18
1967	1.57	2.33	.39	.10	.02	1.08	5.49	1.35	.39	.67	1.76	.96	1.09	11.71	4.15	.23	4.38
1968	1.19	2.22	.32	.10	.01	1.35	5.19	1.69	.37	.55	2.14	1.51	.75	12.20	3.96	.24	4.20
1969	1.30	2.94	.33	.10	.01	2.55	7.23	2.41	.41	.54	1.61	1.83	1.10	15.13	3.87	.30	4.17
1970	1.75	2.98	.33	.10	.01	1.45	6.62	2.67	.70	.58	1.60	1.37	1.11	14.65	4.35	.34	4.69
1971	1.60	3.27	.30	.10	.005	2.18	7.45	3.25	.68	.70	1.54	1.20	1.09	15.91	4.35	.43	4.78
1972	1.47	3.28	.25	.10	.01	3.24	8.35	2.63	.56	.54	1.67	1.11	.67	15.53	4.58	.62	5.20
1973	1.67	3.46	.23	.11	.003	2.52	7.99	2.58	.51	.56	2.04	1.25	.99	15.92	4.70	.55	5.25
1974[6]	1.49	3.57	.22	.10	.002	2.46	7.84	2.57	.53	.67	1.19	1.17	.73	14.70	4.68	.53	5.21

[1] Civilian consumption only. Calendar-year basis except for citrus juices which are on a pack-year basis beginning prior to year indicated. Beginning 1960, includes Alaska and Hawaii. [2] Chilled fruit juice produced commercially from fresh fruit in Florida; does not include reconstituted frozen juice or fresh juice produced for local sale. [3] Single-strength equivalent. [4] Three-year average. [5] Four-year average. [6] Preliminary.

Note: See September 1970 (TFS-176) *Fruit Situation*, for annual data prior to 1960.

Table 21—Frozen fruit: Per capita consumption, product weight basis, average 1950-54 and 1955-59, annual 1960-74[1]

Year	Black-berries	Blue-berries	Rasp-berries	Straw-berries	Other berries	Apples	Apricots	Cherries	Grapes and pulp	Peaches	Miscel-laneous[2]	Total
	Pounds	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*
1950-54 av. ...	0.08	0.10	0.18	1.19	0.11	0.27	0.04	0.59	[3]0.05	0.18	0.12	2.89
1955-59 av. ...	.09	.14	.20	1.53	[3].14	.41	.04	.63	.09	.22	.22	3.68
1960 ...	.14	.10	.21	1.28	.12	.40	.07	.71	.03	.24	.20	3.50
1961 ...	.10	.16	.20	1.38	.08	.37	.06	.64	.12	.27	.19	3.57
1962 ...	.14	.19	.17	1.42	.11	.32	.06	.74	.08	.30	.23	3.76
1963 ...	.14	.21	.17	1.56	.09	.41	.07	.71	.08	.32	.14	3.90
1964 ...	.12	.18	.17	1.31	.07	.44	.06	.62	.12	.24	.26	3.59
1965 ...	.07	.19	.13	1.39	.07	.45	.06	.78	.06	.32	.16	3.68
1966 ...	.07	.15	.15	1.40	.03	.39	.10	.74	.05	.30	.17	3.55
1967 ...	.12	.17	.17	1.40	.07	.55	.10	.54	.05	.30	.23	3.70
1968 ...	.17	.25	.18	1.42	.12	.49	.08	.53	.12	.29	.19	3.84
1969 ...	.14	.21	.14	1.42	.10	.54	.06	.60	.07	.29	.20	3.77
1970 ...	.11	.21	.16	1.18	.06	.48	.06	.61	.03	.26	.17	3.33
1971 ...	.17	.18	.16	1.40	.07	.54	.07	.68	.01	.25	.16	3.69
1972 ...	.11	.18	.12	1.36	.06	.67	.05	.64	.01	.31	.15	3.66
1973 ...	.08	.16	.10	1.19	.05	.62	.08	.83	.04	.22	.16	3.53
1974[4] ..	.06	.14	.09	1.13	.05	.34	.06	.50	.01	.28	.14	2.80

[1] Civilian consumption only. Beginning 1960, includes Alaska and Hawaii. [2] Includes plums, prunes, pineapple, noncitrus purees, and miscellaneous fruit and berries. [3] Four-year average. [4] Preliminary.

Note: See September 1970 (TFS-176) *Fruit Situation for annual data prior to 1960.*

Table 22—Frozen citrus juices: Per capita consumption, product weight and single strength basis, average 1950-54 and 1955-59, annual 1960-74[1]

Year	Orange		Grapefruit		Blend		Lemon	
	Product weight	Single strength	Product weight	Single strength	Product weight	Single strength	Product weight	Single strength
	Pounds	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*
1950-54 av. .	2.65	9.32	0.06	0.22	0.04	0.14	0.07	0.13
1955-59 av. .	3.96	13.94	.14	.51	.04	.14	.10	.25
1960	4.43	15.62	.16	.56	.03	.11	.12	.35
1961	4.34	15.30	.14	.49	.01	.04	.05	.13
1962	5.10	17.98	.16	.56	.01	.04	.05	.13
1963	3.36	11.84	.12	.42	.01	.04	.06	.16
1964	3.00	10.58	.13	.46	.004	.014	.05	.15
1965	4.00	14.10	.15	.53	.01	.04	.05	.13
1966	3.82	13.47	.16	.56	.003	.011	.04	.09
1967	5.53	19.49	.22	.78	.002	.007	.05	.13
1968	4.83	17.03	.15	.53	.001	.004	.04	.09
1969	4.88	17.20	.14	.49	.001	.004	.04	.09
1970	5.85	20.62	.21	.74	.001	.004	.03	.06
1971	5.77	20.34	.23	.81	.001	.004	.03	.06
1972	5.96	21.01	.31	1.09	.001	.004	.04	.09
1973	6.75	23.79	.32	1.13	([2])	([2])	.03	.06
1974[3]	7.61	26.83	.34	1.20	([2])	([2])	.03	.06

Year	Lemonade base		Limeade		Tangerine		Total	
	Product weight	Single strength	Product weight	Single strength	Product weight	Single strength	Product weight	Single strength
	Pounds	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*
1950-54 av. .	0.31	0.23	- - -	- - -	[4]0.02	[4]0.09	3.14	10.11
1955-59 av. .	.64	.48	0.05	0.18	.04	.15	4.97	15.64
1960	.76	.56	.04	.14	.04	.14	5.58	17.48
1961	.61	.45	.04	.14	.05	.18	5.24	16.73
1962	.48	.36	.04	.14	.08	.28	5.92	19.49
1963	.44	.33	.02	.07	.05	.18	4.06	13.04
1964	.51	.38	.06	.21	.05	.18	3.80	11.96
1965	.51	.38	.02	.07	.05	.18	4.79	15.43
1966	.44	.33	.02	.07	.05	.18	4.53	14.70
1967	.48	.36	.03	.11	.05	.18	6.36	21.05
1968	.41	.30	.02	.07	.04	.14	5.49	18.16
1969	.39	.29	.02	.07	.04	.14	5.51	18.28
1970	.33	.24	.03	.11	.05	.18	6.50	21.95
1971	.35	.26	.04	.14	.05	.18	6.47	21.79
1972	.38	.28	.04	.14	.05	.18	6.78	22.79
1973	.47	.35	.02	.07	.05	.18	7.64	25.58
1974[3]	.43	.32	.01	.04	.04	.14	8.46	28.59

[1] Civilian consumption. Beginning 1960, includes Alaska and Hawaii. Product weight includes concentrated and single strength juices. Concentrated fruit juices converted to single strength on basis of 3.525 pounds to 1; lemonade base, 0.84 to 1 through 1952 and 0.74 beginning 1953. [2] Negligible. [3] Preliminary. [4] Three-year average.

Note: See September 1970 (TFS-176) *Fruit Situation* for annual data prior to 1960.

Table 23—Dried fruit: Per capita consumption, product weight basis, pack years, average 1950-54 and 1955-59 annual 1960-74[1]

Pack year	Apples	Apricots	Dates[2]	Figs	Peaches	Pears	Prunes[3]	Raisins	Total
	Pounds	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*	*Pounds*
1950-54 average	0.12	0.12	0.51	0.32	0.11	0.009	0.92	1.75	3.86
1955-59 average	.10	.08	.49	.32	.07	.007	.75	1.59	3.42
1960	.10	.07	.45	.34	.06	.006	.62	1.42	3.07
1961	.09	.07	.34	.33	.05	.003	.62	1.60	3.10
1962	.12	.05	.36	.26	.06	.004	.68	1.47	3.00
1963	.08	.06	.37	.30	.05	.003	.58	1.49	2.93
1964	.09	.06	.31	.27	.04	.003	.67	1.45	2.89
1965	.09	.06	.31	.33	.05	.001	.59	1.54	2.97
1966	.15	.06	.31	.27	.04	.001	.54	1.64	3.01
1967	.10	.05	.31	.20	.03	.003	.56	1.52	2.77
1968	.11	.06	.27	.25	.03	.001	.66	1.44	2.82
1969	.18	.05	.21	.16	.004	.001	.57	1.47	2.64
1970	.11	.06	.28	.23	.02	.002	.68	1.34	2.72
1971	.06	.07	.31	.19	.02	.005	.59	1.35	2.59
1972	.08	.05	.29	.12	.03	.004	.49	.96	2.02
1973	.15	.04	.30	.13	.01	.002	.56	1.40	2.59
1974[4]	.12	.05	.28	.18	.01	.003	.64	1.55	2.83

[1] Production begins midyear. Civilian consumption only. Beginning 1959, includes Alaska and Hawaii. [2] Pits-in basis. [3] Excludes quantities used for juice. [4] Preliminary.

Note: See September 1970 (TFS-176) *Fruit Situation* for annual data prior to 1960.

LIST OF TABLES

Table	Title	Page
1	Peaches: Production, 1973, 1974, and indicated 1975	28
2	Cherries: Production by type, 12 States, 1973, 1974, and indicated 1975	29
3	Strawberries: Acreage, yield per acre, and production, 1973, 1974, and indicated 1975	29
4	Wine entering distribution channels in the U.S., by origin and type of wine	30
5	Wholesale and consumer price indexes for table and dessert wine, by months, 1970-75	30
6	Canned noncitrus fruit: Canners' stocks, packs, supplies, and shipments, current season, with comparisons	31-32
7	Canned apples and pineapple fruit and juices: Canners' carryin, pack, supplies, shipments, and stocks, current season with comparisons	33
8	Canned fruit: Commercial pack of principal items by size of container, United States, 1970-74	34
9	Frozen fruit: Packers' carryin, pack, imports, supplies, apparent disappearance, and stocks of selected items, United States, 1970-74	35-36
10	U.S. wholesale prices of selected dried and frozen fruit items, by months, 1971-75	37
11	Fresh fruit: Retail price, marketing margin, and grower and packer return per pound, sold in New York City, indicated months, 1974 and 1975	38
12	Fresh fruit: Representative truck rates for selected fruits, January-June, 1974-75	39
13	Citrus fruit: Production, 1972/73, 1973/74, and indicated 1974/75	40
14	Chilled citrus juices and fruit: Florida canners' stocks, packs, supplies, and movement, current season with comparisons	41
15	Canned citrus juices and fruit: Florida canners' packs, supplies, and movement, current season with comparisons	42
16	Canned citrus juice: U.S. packs of selected items, 1973/74 and earlier seasons	43
17	Fruit, per capita consumption: Fresh-weight equivalent, average 1950-54 and 1955-59, annual 1960-74	44
18	Fresh fruit: Per capita consumption, fresh weight basis, average 1950-54 and 1955-59, annual 1960-74	45
19	Canned and chilled fruit: Per capita consumption, product weight basis, average 1950-54 and 1955-59, annual 1960-74	46
20	Canned and chilled fruit juices (excluding frozen): Per capita consumption, product weight basis, average 1950-54 and 1955-59, annual 1960-74	47
21	Frozen fruit: Per capita consumption, product weight basis, average 1950-54 and 1955-59, annual 1960-74	48
22	Frozen citrus juices: Per capita consumption, product weight and single strength basis, average 1950-54 and 1955-59, annual 1960-74	49
23	Dried fruit: Per capita consumption, product weight basis, pack years, average 1950-54 and 1955-59, annual 1960-74	50

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